

UNITED STATES DISTRICT COURT
EASTERN DISTRICT OF VIRGINIA
ALEXANDRIA DIVISION

UNITED STATES, *et al.*,

Plaintiffs,

vs.

GOOGLE LLC,

Defendant.

No. 1:23-cv-00108-LMB-JFA

DEFENDANT GOOGLE LLC'S TRIAL EXHIBIT LIST

Pursuant to the Court's Order Modifying the Pretrial Schedule entered on June 24, 2024, ECF No. 871, and Rule 26(a)(3) of the Federal Rules of Civil Procedure, Defendant Google LLC ("Google") hereby submits its trial exhibit list attached as **Exhibit A**.

Google reserves all rights, including the right to: (1) further amend, modify, and/or supplement this list for any reason, including in response to Plaintiffs' exhibit list, rulings by the Court (including on any motions *in limine*), and as further information develops; (2) use and/or seek the admission of any exhibit on Plaintiffs' trial exhibit list(s); (3) rely on any document relied upon by any of Google's experts, and any table, or summary prepared by its experts; (4) object to any exhibit submitted by Plaintiffs; (5) use additional exhibits to impeach a witness or in cross-examination of Plaintiffs or other adverse witnesses, or in rebuttal; (6) correct any entry on the attached Trial Exhibit List that may contain inadvertent errors; (9) present an enlarged version of any document at trial; and (10) generate and present demonstrative exhibits or summaries of voluminous documents.

Google reserves the right to challenge and object to Plaintiffs' use of any exhibits on this list on any grounds. By including exhibits on this list, Google does not waive any objections to the admissibility of any exhibits.

Dated: July 5, 2024

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EXHIBIT A

United States, et al. v. Google LLC

No. 1:23-cv-00108-LMB-JFA

Google's Trial Exhibit List

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
|--------------|-----------------|-------------------------|-------------------------|------------------------------------|--|
| 1 | 1999-03-31 | N/A | N/A | Publicly available | 24/7 Media Inc., Form 10-K for Fiscal Year Ended December 31, 1998 |
| 2 | 1998-12-31 | N/A | N/A | Publicly available | DoubleClick Inc., Form 10-K/A for Year Ended December 31, 1998 |
| 3 | 2003-06-13 | GOOG-DOJ-23550467 | GOOG-DOJ-23550469 | Confidential | Email (June 13, 2003) From M. Mayzel To S. Brin Subject: RE: Google AdSense press release draft |
| 4 | 2004-08-18 | N/A | N/A | Publicly available | Google Inc. Form 424(b)(4) |
| 5 | 2006-07-20 | N/A | N/A | Publicly available | Microsoft Press Release (July 20, 2006): Microsoft Reports Fourth Quarter Results and Announces Share Repurchase Program |
| 6 | 2007-03-27 | GOOG-AT-MDL-007374059 | GOOG-AT-MDL-007374155 | Confidential | DoubleClick, "Ad Selection Specifications for Ad Server Version 14.1" (Mar. 27, 2007) Attach: Incoming Request Flowchart |
| 7 | 2007-04-04 | MSFT-0000008546 | MSFT-0000008572 | Highly Confidential | Microsoft Slide Deck (Apr. 4, 2007) Project Dart - Board of Directors Presentation |
| 8 | 2007-04-06 | GOOG-DOJ-13105049 | GOOG-DOJ-13105050 | Highly Confidential | Email (Apr. 6, 2007) From: S. Ramaswamy To: M. Donner Subject: Re: Comments from Ram |
| 9 | 2007-04-12 | GOOG-DOJ-29899664 | GOOG-DOJ-29899681 | Confidential | Google Slide Deck (Apr. 12, 2007) Project Liberty - BoD Review |
| 10 | 2007-05-15 | GOOG-DOJ-13010832 | GOOG-DOJ-13010835 | Highly Confidential | Email (May 15, 2007) From: T. Armstrong To: S. Wojcicki, E. Schrage Subject: Google/DoubleClick: Improving Advertising on the Web |
| 11 | 2007-05-19 | GOOG-DOJ-09942381 | GOOG-DOJ-09942434 | Highly Confidential | Google Slide Deck (May 19, 2007) Project Liberty Revisited - EMG Deal Review |
| 12 | 2007-06-00 | GOOG-AT-MDL-B-003838537 | GOOG-AT-MDL-B-003838582 | Highly Confidential | Google Slide Deck (June 2007) Pricing Discussion for DART Adapt Attach: Excel - Optimization Solutions |
| 13 | 2007-06-13 | GOOG-AT-MDL-B-004246453 | GOOG-AT-MDL-B-004246472 | Confidential | DoubleClick Advertising Exchange - Marketing Plan Version 3.0 (June 13, 2007) |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
|-------|------------|-------------------|-------------------|-----------------------------|--|
| 14 | 2007-06-25 | GOOG-DOJ-03515416 | GOOG-DOJ-03515492 | Highly Confidential | Email (June 25, 2007) From: Maureen Marquess To: J. Braddi, T. Armstrong, K. Malone, K. Abarhamson, et al. CC: D. Noonan, K. Brown, L. D'Antonio, et al. Subject: Pls Read: Branding Offsite 6/26 Agenda and Pre-Read Materials Attach: Marketing ROI, Content Network Comp, Branding Reboot Agenda, RFP Format, FY08 Clorox All Brands RFP |
| 15 | 2007-07-26 | N/A | N/A | Publicly available | Microsoft Press Release (July 26, 2007): Microsoft to Acquire AdECN, Inc. |
| 16 | 2007-07-26 | GOOG-TEX-00458236 | GOOG-TEX-00458272 | Highly Confidential | Email (July 26, 2007) From: S. Spencer To: A. Harding, A. Richards, C. Foster, J. Bigler, et al. CC: J. Bellack Subject: Notes from today's Pre-planning meeting Attach: Google Slide Deck - 2008 Strategic Planning - DoubleClick Advertising Exchange |
| 17 | 2007-10-00 | GOOG-DOJ-07397637 | GOOG-DOJ-07397643 | Highly Confidential | Fewer products, and all products to be great, is our strategy - Talking Points |
| 18 | 2007-10-01 | N/A | N/A | Publicly available | Archived Website: DART for Publishers, DoubleClick (Oct. 1, 2007) |
| 19 | 2007-10-01 | N/A | N/A | Publicly available | Archived Website: DoubleClick Advertising Exchange, DoubleClick (Oct. 1, 2007) |
| 20 | 2007-10-11 | N/A | N/A | Publicly available | Archived Website: Benefits for Sellers, DoubleClick, October 11, 2007 |
| 21 | 2007-11-06 | N/A | N/A | Publicly available | Facebook Press Release (Nov. 6, 2007): Facebook Unveils Facebook Ads |
| 22 | 2007-12-20 | N/A | N/A | Publicly available | FTC Press Release (Dec. 20, 2007): Federal Trade Commission Closes Google/DoubleClick Investigation, Proposed Acquisition Unlikely to Substantially Lessen Competition |
| 23 | 2007-12-20 | N/A | N/A | Publicly available | Federal Trade Commission, "Statement of Federal Trade Commission Concerning Google/DoubleClick," FTC File No. 071-0170 (Dec. 20, 2007) |
| 24 | 2008-00-00 | GOOG-DOJ-03540123 | GOOG-DOJ-03540127 | Highly Confidential | Communication to AdSense / DoubleClick Product Team re 2008 |
| 25 | 2008-01-07 | GOOG-DOJ-03516570 | GOOG-DOJ-03516589 | Highly Confidential | AFC Partnerships - Business Overview |
| 26 | 2008-03-11 | N/A | N/A | Publicly available | Google Press Release (Mar. 11, 2008): Google Closes Acquisition of DoubleClick |
| 27 | 2008-03-11 | N/A | N/A | Publicly available | Google Blog Post (Mar. 11, 2008): We've officially acquired DoubleClick |
| 28 | 2008-03-13 | GOOG-DOJ-01399259 | GOOG-DOJ-0139926 | Highly Confidential | Email (Mar. 13, 2008) From: R. Dhawan To: T. Phillips, O. Imeokparia, F. Brougher, et al. Subject: Fwd: DoubleClick Ad Exchange |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
|-------|------------|-------------------|-------------------|-----------------------------|---|
| 29 | 2008-04-23 | GOOG-DOJ-14825239 | GOOG-DOJ-14825256 | Highly Confidential | Google Slide Deck - Google Ad Exchange: Vision and Strategy |
| 30 | 2008-05-16 | GOOG-DOJ-06474851 | GOOG-DOJ-06474887 | Highly Confidential | Email (May 16, 2008) From: S. Spencer To: B. Axe, J. McFarland, M. Rubenstein, N. Mohan, et al. Subject: Moving forward on the Ad Exchange project Attach: Google Slide Deck: Google Ad Exchange - Product GPS Review Meeting |
| 31 | 2008-06-02 | GOOG-DOJ-03869094 | GOOG-DOJ-03869126 | Highly confidential | Email (June 2, 2008) From: R. Moonka To: B. Bender Subject: Fwd: Display Platform Roadmap - Draft Attach: Display Platform presentation |
| 32 | 2008-06-11 | GOOG-DOJ-01827968 | GOOG-DOJ-01827969 | Highly Confidential | Email (June 11, 2008) From: N. Mohan To: S. Wojcicki CC: J. Heilig, J. Huber, N. Fox Subject: Re: ad exchange |
| 33 | 2008-08-21 | N/A | N/A | Publicly available | Admeld website: Overview, Publishers |
| 34 | 2008-09-10 | GOOG-DOJ-14825260 | GOOG-DOJ-14825286 | Highly Confidential | Google Slide Deck - Sell-side Pricing Review |
| 35 | 2008-11-24 | GOOG-TEX-00439764 | GOOG-TEX-00439766 | Highly Confidential | Email (Nov. 24, 2008) From: S. Dove To: N. Mohan CC: J. Bellack, S. Wojcicki Subject: Re: Launched: AdSense in DFP |
| 36 | 2009-00-00 | GOOG-DOJ-07551120 | GOOG-DOJ-07551124 | Highly Confidential | Q3'09 Eng All-Hands Crib Notes |
| 37 | 2009-01-08 | GOOG-TEX-00806640 | GOOG-TEX-00806646 | Highly Confidential | Email (Jan. 8, 2009) From: N. Mohan To: multiple Google recipients Subject: Display / Content Ads - 08 Review and 09 Outlook |
| 38 | 2009-01-08 | GOOG-TEX-00463876 | GOOG-TEX-00463882 | Highly Confidential | Email (Jan. 8, 2009) From: J. Heilig To: multiple Google recipients Cc: N. Mohan, S. Wojcicki, J. Huber Subject: AdSense in 2008 and 2009 |
| 39 | 2009-01-09 | GOOG-TEX-00806845 | GOOG-TEX-00806958 | Highly Confidential | Email (Jan. 9, 2009) From: N. Mohan To: E. West, D. Adair Subject: Re: [Swstaff] Fwd: Display / Content Ads - 08 Review and 09 Outlook Attach: Display Internal Board, PAC Deck |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
|-------|------------|-----------------------|-----------------------|-----------------------------|---|
| 40 | 2009-01-21 | GOOG-TEX-00464107 | GOOG-TEX-00464110 | Highly Confidential | Email (Jan. 21, 2009) From: N. Mohan To: A. Eagle Subject: Re: JR materials for Thursday earnings calls |
| 41 | 2009-01-27 | GOOG-TEX-00176376 | GOOG-TEX-00176377 | Highly Confidential | Email (Jan. 27, 2009) From: P. Feng To: S. Wojcicki, S. Ramaswamy, J. Huber, J. Heilig, N. Mohan, et al. CC: D. Garland, D. Raymond, V. Gundotra, et al. Subject: AdMob launches Android advertising unit |
| 42 | 2009-02-11 | GOOG-TEX-00464387 | GOOG-TEX-00464390 | Highly Confidential | Email (Feb. 11, 2009) From: N. Mohan To: P. Feng CC: D. Garland, V. Gundotra, S. Wojcicki, et al. Subject: Re: Admob and MADS partner to create global mobile ad behemoth |
| 43 | 2009-03-00 | GOOG-TEX-00069680 | GOOG-TEX-00069720 | Highly Confidential | Ad Exchange 2.0 Design Document |
| 44 | 2009-03-18 | GOOG-TEX-00177232 | GOOG-TEX-00177232 | Highly Confidential | Email (Mar. 18, 2009) From: R. Moonka To: adsense-doubleclick-pms Subject: [AdSense-DoubleClick-pm] AOL Switches to AdTech, Cuts Google Dependency |
| 45 | 2009-04-01 | GOOG-TEX-00292925 | GOOG-TEX-00292926 | Highly Confidential | Email (Apr. 1, 2009) From: S. Spencer To: N. Mohan, S. Wojcicki Subject: Re: ad exchanges |
| 46 | 2009-04-06 | GOOG-DOJ-03065440 | GOOG-DOJ-03065449 | Highly Confidential | Google Slide Deck - DoubleClick Ad Exchange (AdX) v2 Spot Market Pricing |
| 47 | 2009-04-14 | GOOG-AT-MDL-009601472 | GOOG-AT-MDL-009601528 | Confidential | Email (Apr. 14, 2009) From: S. Spencer To: J. Heilig CC: A. Corduneanu, N. Mohan, E. Manor, et al. Subject: Re: AdX L&S review Attach: L&S Review Presentation |
| 48 | 2009-05-11 | GOOG-TEX-00245332 | GOOG-TEX-00245339 | Highly Confidential | Email (May 11, 2009) From: N. Mohan To: R. Ng CC: V. Sinaniyev, J. Bellack, A. Harinstein, et al. Subject: Re: FYI: re: Free Wheel |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
|-------|------------|-----------------------|-----------------------|-----------------------------|--|
| 49 | 2009-06-12 | GOOG-TEX-00465675 | GOOG-TEX-00465676 | Highly Confidential | Email (June 12, 2009) From: N. Mohan To: S. Wojcicki Cc: N. Fox Subject: Re: how was the product review today? |
| 50 | 2009-07-00 | GOOG-DOJ-09126262 | GOOG-DOJ-09126287 | Highly Confidential | Google Ad Exchange - Project Romulus |
| 51 | 2009-07-09 | GOOG-AT-MDL-015234667 | GOOG-AT-MDL-015234669 | Highly Confidential | Email (July 9, 2009) From: C. Keady To: S. Spencer CC: W. Lam, K. Herbert Subject: Re: New DoubleClick Ad Exchange now live |
| 52 | 2009-09-17 | N/A | N/A | Publicly available | Google Blog Post (Sep. 17, 2009): N. Mohan, The DoubleClick Ad Exchange: growing the display advertising pie for everyone |
| 53 | 2009-09-18 | GOOG-DOJ-AT-01133273 | GOOG-DOJ-AT-01133315 | Highly Confidential | DoubleClick Advertising Exchange - User Guide (Beta) |
| 54 | 2009-09-18 | GOOG-TEX-00770502 | GOOG-TEX-00770503 | Highly Confidential | Email (Sep. 18, 2009) From: C. Hao To: internalnews@google.com Subject: [Internal Google News] Two Minutes With... N. Mohan |
| 55 | 2009-09-19 | GOOG-AT-MDL-010836318 | GOOG-AT-MDL-010836321 | Highly Confidential | Email (Sep. 19, 2009) From: S. Woods To: S. Feldman CC: J. Heilig, adsense-eng, J. Huber, et al. Subject: Re: [AdSense-eng-wat] [AdSense-eng] Re: [Ads-engdirs] DoubleClick Ad Exchange 2.0 - Launched! |
| 56 | 2009-10-09 | GOOG-AT-MDL-009716796 | GOOG-AT-MDL-009716828 | Confidential | Email (Oct. 9, 2009) From: A. Srivastava To: S. Spencer, J. Bellack, B. Bender CC: J. Nevitt, F. Rosen Subject: Draft AFD deck for Neal Attach: AFD Keynote Deck Draft |
| 57 | 2009-11-19 | GOOG-AT-MDL-016761930 | GOOG-AT-MDL-016762002 | Highly Confidential | Email (Nov. 19, 2009) From: A. Vogenthaler To: S. Dove, J. Bellack Subject: final slides Attach: Google Presentations - XFP Implementation; XFP Pricing Proposal |
| 58 | 2009-12-11 | GOOG-AT-MDL-009111304 | GOOG-AT-MDL-009111305 | Confidential | eMarketer, "US Online Ad Spend Turns the corner" (Dec. 11, 2009) |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
|-------|------------|-------------------------|----------------------------|-----------------------------|---|
| 59 | 2010-01-06 | GOOG-AT-MDL-009610546 | GOOG-AT-MDL-009610549 | Confidential | Email (Jan. 6, 2010) From: N. Mohan To: adsense-doubleclick-pm@google.com BCC: multiple Google recipients Subject: Display / Content Ads - Lets Make 2010 Even Better than 2009! |
| 60 | 2010-02-00 | N/A | N/A | Publicly available | PubMatic White Paper (Feb. 2010): Understanding Real-Time Bidding (RTB) From the Publisher Perspective |
| 61 | 2010-02-18 | N/A | N/A | Publicly available | Microsoft & Yahoo! Press Release (Feb. 18, 2010): Yahoo! And Microsoft to Implement Search Alliance |
| 62 | 2010-03-22 | GOOG-TEX-00068980 | GOOG-TEX-00068983 | Highly Confidential | Email (Mar. 22, 2010) From: A. Eagle To: S. Spencer CC: A. Makishima Subject: Re: ad exchange paragraph in board letter |
| 63 | 2010-03-22 | GOOG-AT-MDL-016986419 | GOOG-AT-MDL-016986420 | Confidential | Email (Mar. 22, 2010) From: A. Eagle To: S. Spencer CC: Aly Makishima Subject: Re: ad exchange paragraph in board letter |
| 64 | 2010-04-08 | N/A | N/A | Publicly available | Archived Right Media web page: Let Right Media Become your Demand Side Platform (DSP) Partner |
| 65 | 2010-05-03 | GOOG-AT-MDL-006824716 | GOOG-AT-MDL-006824718 | Confidential | Email (May 3, 2010) From: M. Carpenter-Arevalo To: S. Sheffer CC: N. Hsu, C. Wire, N. Mehta, et al. Subject: Re: Is AdX cannibalizing AdSense Online Inventory? |
| 66 | 2010-06-15 | GOOG-DOJ-AT-00563186 | GOOG-DOJ-AT-00563189 | Highly Confidential | Ad Exchange White Paper - Profiting from Non-Guaranteed Advertising: The Value of Dynamic Allocation & Auction Pricing for Online Publishers |
| 67 | 2010-06-19 | GOOG-DOJ-09841307 | GOOG-DOJ-09841348 | Highly Confidential | Email (June 19, 2010) From: M. Stepka To: Google Business Council CC: H. DE Castro, N. Mohan, S. Kamangar, et al. Subject: BC Pricing Review 2010.06.21 - Digital Content Provider and DFP Attach: Google Slide Deck (June 21, 2010) - DoubleClick for Publishers (DFP) Pricing Review |
| 68 | 2010-06-29 | GOOG-AT-MDL-012527113 | GOOG-AT-MDL-012527113-0034 | Confidential | Google Slide Deck - Agency Display Update The right ad to the right audience |
| 69 | 2010-07-12 | GOOG-AT-MDL-B-000328057 | GOOG-AT-MDL-B-000328074 | Highly Confidential | PRD: an Enhanced AdSense Front-End home screen |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
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| 70 | 2010-07-24 | GOOG-AT-MDL-004532750 | GOOG-AT-MDL-004532752 | Confidential | Email (July 24, 2010) From: J. Bellack To: C. Wire CC: S. Sheffer, J. Firkus, S. Dove Subject: Re: Yield management positioning |
| 71 | 2010-08-00 | GOOG-AT-MDL-015269020 | GOOG-AT-MDL-015269052 | Confidential | Google Slide Deck (Aug, 2010) - Evolution of the Industry & AdX History: How that damn "Crowded Display Landscape" Slide Came to Be... |
| 72 | 2010-09-06 | GOOG-DOJ-06570825 | GOOG-DOJ-06570833 | Highly Confidential | Ad Exchange launch - 600 second media briefing script and answer paths |
| 73 | 2010-10-04 | MSFT-0001492336 | MSFT-0001492398 | Highly Confidential | Amended and Restated Display Media Services Agreement (AppNexus) |
| 74 | 2010-12-00 | GOOG-AT-MDL-B-003828789 | GOOG-AT-MDL-B-003828819 | Confidential | Google Slide Deck - AdSense Front End Update on Open Beta & 2011 Strategy |
| 75 | 2011-00-00 | MSFT-LIT-0000079024 | MSFT-LIT-0000079024 | Highly Confidential - AEO | AppNexus Slide Deck (2011) - 2011 Strategic Plan |
| 76 | 2011-01-07 | GOOG-DOJ-06571473 | GOOG-DOJ-06571480 | Highly Confidential | Email (Jan. 7, 2011) From: N. Mohan To: J. Heilig BCC: multiple Google recipients Subject: Google Display: A Look Back on 2010 and Our Plans for 2011 |
| 77 | 2011-01-19 | GOOG-DOJ-12086074 | GOOG-DOJ-12086079 | Highly Confidential | Email (Jan. 19, 2011) From: N. Mohan To: E. Schmidt CC: multiple Google recipients Subject: 2011 Google Strategy memo - (Near Final) Draft |
| 78 | 2011-02-02 | GOOG-DOJ-13245481 | GOOG-DOJ-13245488 | Highly Confidential | Email (Feb. 2, 2011) From: S. Spencer To: J. Bellack, G. Ryder CC: multiple Google recipients Subject: Re: Update on AdX YM: Client feedback and Latest Progress |
| 79 | 2011-02-15 | GOOG-AT-MDL-006825142 | GOOG-AT-MDL-006825145 | Confidential | Email (Feb. 15, 2011) From: S. Sheffer To: C. Wire Subject: Re: Fwd: [Monetization-pm] AdWords Cross Exchange Buying Update |

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|-------|------------|-----------------------|-----------------------|-----------------------------|--|
| 80 | 2011-02-23 | GOOG-DOJ-13247321 | GOOG-DOJ-13247331 | Highly Confidential | Email (Feb. 23, 2011) From: Google Industry Relations To: J. Bellack, J. Berg, J. Chang, et al. CC: multiple Google recipients Subject: IMPORTANT INFO for Googlers Attending IAB Annual Conference, 2/27-3/1 Attach: AdEx_Impact_2pp_CS_d2, AdEx_Pub_2pp_CS, etc. Google Document - White Paper - DoubleClick Ad Exchange |
| 81 | 2011-02-25 | GOOG-DOJ-03599580 | GOOG-DOJ-03599645 | Highly Confidential | Email (Feb. 25, 2011) From: P. Kapoor To: mamrfp@gsm.org, Hstevens@gsm.org, Gjakins@gsm.org CC: M. Theermann BCC: P. Kapoor Subject: Admeld Response: GSMA RFP Attach: Admeld Response Schedule 1; Admeld Response Schedule 1 Confidential Financial Results Schedule 2, etc. |
| 82 | 2011-03-15 | GOOG-DOJ-10590974 | GOOG-DOJ-10590998 | Highly Confidential | Google Slide Deck (March 15, 2011) - Project 1 (Admeld and PubMatic) |
| 83 | 2011-03-17 | GOOG-DOJ-13249608 | GOOG-DOJ-13249613 | Highly Confidential | Email (Mar. 17, 2011) From: A. Livingston To: J. Bellack Subject: Re: Cross-exchange buying and Google's AdSense/AdX policies |
| 84 | 2011-04-06 | GOOG-AT-MDL-009115977 | GOOG-AT-MDL-009115978 | Confidential | Email (Apr. 6, 2011) From: S. Sheffer To: opg-global CC: F. Brougher, H. DE Castro, N. Mohan, J. Heilig, R. Alfonsi, S. Missoffe Subject: OPG: Looking back at an eventful Q1 and looking forward to Q2 |
| 85 | 2011-04-29 | GOOG-DOJ-07807539 | GOOG-DOJ-07807542 | Highly Confidential | Abrantes-Metz Ex. 12 (with handwritten notes) Email (Apr. 29, 2011) From: S. Spencer To: J. Miller, Z. Goldberg CC: J. Bellack, B. Bender Subject: Re: AwBid - Which networks to buy |
| 86 | 2011-04-29 | GOOG-DOJ-07807539 | GOOG-DOJ-07807542 | Highly Confidential | Email (Apr. 29, 2011) From: S. Spencer To: J. Miller, Z. Goldberg CC: J. Bellack, B. Bender Subject: Re: AwBid - Which networks to buy |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
|-------|------------|-------------------------|-------------------------|-----------------------------|--|
| 87 | 2011-06-00 | GOOG-DOJ-10590882 | GOOG-DOJ-10590899 | Highly Confidential | Google Slide Deck (June 2011) Project 17: Proposed Acquisition of AdMeld - Presentation to the Google Board |
| 88 | 2011-06-01 | GOOG-DOJ-04308863 | GOOG-DOJ-04308912 | Highly Confidential | Google Slide Deck (June 1, 2011) Display Advertising - OC Business Review |
| 89 | 2011-06-01 | GOOG-DOJ-AT-02643917 | GOOG-DOJ-AT-02643964 | Highly Confidential | Google Slide Deck (June 1, 2011) Display Advertising - OC Business Review |
| 90 | 2011-06-16 | GOOG-AT-MDL-004534725 | GOOG-AT-MDL-004534725 | Confidential | Email (June 16, 2011) From: N. Hsu To: C. Wire, S. Sheffer Subject: [FYI] AWBID Update |
| 91 | 2011-07-00 | GOOG-AT-MDL-B-003881091 | GOOG-AT-MDL-B-003881108 | Highly Confidential | The Arrival of Real-Time Bidding and What it Means for Media Buyers |
| 92 | 2011-07-00 | N/A | N/A | Publicly available | The Arrival of Real-Time Bidding and What it Means for Media Buyers |
| 93 | 2011-08-07 | DOJ-ADS-0000077953 | DOJ-ADS-0000077953 | Highly Confidential | Email (Aug. 7, 2011) From: B. O'Kelley To: M. Bonanno Cc: M. Rubenstein Subject: Re: Google-Admeld DOJ Investigation |
| 94 | 2011-09-02 | MAGNITE-00015312 | MAGNITE-00015320 | Highly Confidential | Rubicon Project, Product Data Sheet: REVV for Publishers |
| 95 | 2011-11-09 | N/A | N/A | Publicly available | FBI Press Release (Nov. 9, 2011): Manhattan U.S. Attorney Charges Seven Individuals for Engineering Sophisticated Internet Fraud Scheme That Infected Million of Computers Worldwide and Manipulated Internet Advertising Business |
| 96 | 2011-12-02 | N/A | N/A | Publicly available | DOJ Press Release (Dec. 2, 2011): "Statement of the Department of Justice's Antitrust Division on Its Decision to Close Its Investigation of Google Inc.'s Acquisition of Admeld Inc." |
| 97 | 2011-12-07 | GOOG-AT-MDL-009593321 | GOOG-AT-MDL-009593324 | Confidential | Email (Dec. 7, 2011) From: E. English To: internal news Subject: [Internal News] Google and Admeld Join Forces |
| 98 | 2012-01-08 | GOOG-DOJ-15768395 | GOOG-DOJ-15768426 | Highly Confidential | Google Slide Deck (Jan. 8, 2012) XFP Backfill Tech Talk |
| 99 | 2012-01-09 | GOOG-DOJ-15214159 | GOOG-DOJ-15214213 | Highly Confidential | Google Slide Deck (Jan. 9, 2012) Admeld - Deep Dive |
| 100 | 2012-01-10 | GOOG-DOJ-03602780 | GOOG-DOJ-03602797 | Highly Confidential | Google Slide Deck - Admeld / AdX Joint Sales Kickoff |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
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| 101 | 2012-01-11 | GOOG-DOJ-06578105 | GOOG-DOJ-06578111 | Highly Confidential | Email (Jan. 11, 2012) From: N. Mohan To: J. Heilig BCC: multiple Google recipients Subject: Google Display: A Look Back on 2011 and Our Plans for 2012 |
| 102 | 2012-01-26 | GOOG-DOJ-13271306 | GOOG-DOJ-13271308 | Highly Confidential | Email (Jan. 26, 2012) From: S. Spencer To: A. Duffy CC: M. Thomas, J. Boortz, J. Bellack Subject: Re: AdMeld integration plans? |
| 103 | 2012-02-03 | GOOG-DOJ-03601148 | GOOG-DOJ-03601190 | Highly Confidential | Email (Feb. 3, 2012) From: A. Clark To: P. Kapoor, J. Clemmens, J. Kelly, J. Stroot, B. Akers Subject: Fwd: AdX Direct Deal Question Attach: Mysteries of Dynamic Allocation |
| 104 | 2012-02-11 | N/A | N/A | Publicly available | Archived webpage: DoubleClick for Publishers Help - Terminology differences with DART |
| 105 | 2012-02-13 | GOOG-DOJ-14837903 | GOOG-DOJ-14837926 | Highly Confidential | Email (Feb. 13, 2012) From: S. Spencer To: unspecified Subject: Attachment Attach: Google Slide Deck - Contract Terms & Pricing Reconciliation |
| 106 | 2012-02-14 | N/A | N/A | Publicly available | Guidelines for the Conduct of Ad Verification, IAB (Feb. 14, 2012) |
| 107 | 2012-02-22 | GOOG-DOJ-13273700 | GOOG-DOJ-13273703 | Highly Confidential | Email (Feb. 22, 2012) From: X. Brouard To: J. Bellack, A. Vogenthaler CC: D. Bradstock, J. Washing, L. James, D. Brooks Subject: Gorilla Nation - DFP AdServing fees for new Admeld set up - NEED YOUR INPUT Attach: Google Document - AdX Dynamic Allocation Project |
| 108 | 2012-03-08 | GOOG-DOJ-04302350 | GOOG-DOJ-04302353 | Highly Confidential | Google Slide Deck - Dynamic Rev Share for AdWords on AdExchange - GDN & AdEx |
| 109 | 2012-03-14 | N/A | N/A | Publicly available | Google blog post: S. Ramaswamy, Making our ads better for everyone |
| 110 | 2012-04-02 | N/A | N/A | Publicly available | Yahoo Advertising Solutions Editorial: Right Media Exchange, The Right Media Exchange Delivers Maximum Performance and Yield (Apr. 2, 2012) |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
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| 111 | 2012-04-04 | GOOG-AT-MDL-B-000044040 | GOOG-AT-MDL-B-000044044 | Confidential | Email (Apr. 4, 2012) From: xfp-pm@google.com, D. Bradstock To: E. Manor CC: J. Bigler, S. Spencer, F. Ryan, J. Bellack, W. Kim, J. Yu, N. Mohan. Et al. Subject: Re: [xfp-pm] Re: Release Notes ASFE/ADX FE 20120329 |
| 112 | 2012-04-09 | N/A | N/A | Publicly available | Facebook Press Release (Apr. 9, 2012): Facebook to Acquire Instagram |
| 113 | 2012-04-10 | N/A | N/A | Publicly available | Adzerk archived webpage: Welcoming Rubicon Project To The AdOS Marketplace |
| 114 | 2012-04-10 | GOOG-DOJ-29389832 | GOOG-DOJ-29389846 | Confidential | Unified AdX & Admeld Contract Comms Doc |
| 115 | 2012-04-15 | N/A | N/A | Publicly available | Adzerk archived webpage: Welcoming PubMatic To The AdOS Marketplace |
| 116 | 2012-05-02 | GOOG-AT-MDL-B-000044363 | GOOG-AT-MDL-B-000044365 | Confidential | Email (May 2, 2012) From: David Hall To: C. Wire CC: J. Bellack, A. Singh, D. Hall Subject: Re: AFC pitch deck? Attach: AdSense Overview for Strategic Partners |
| 117 | 2012-05-24 | GOOG-DOJ-06818298 | GOOG-DOJ-06818445 | Highly Confidential | Email (May 24, 2012) From: A. Shellhammer To: M. Simpson CC: A. Clark, B. Barokas, P. Kapoor, L. Pflager Subject: Re: Programmatic trading Attach: Admeld PX White Paper Digital Final, Invite Playbook, Insights From Buyers and Sellers on the RTB Opportunity, DC Ad Exchange WP; Future of Digital Media Buying; Forrester Wave Sell-Side Platforms; RTB Hits the Mainstream, AdMeld Forrester |
| 118 | 2012-06-18 | GOOG-DOJ-13281019 | GOOG-DOJ-13281023 | Highly Confidential | Email (June 18, 2012) From: C. Conroy To: J. Bellack CC: B. Adams Subject: Re: IMPORTANT: YM Strategy Discussion Prep |
| 119 | 2012-06-18 | GOOG-DOJ-13281035 | GOOG-DOJ-13281040 | Highly Confidential | Email (June 18, 2012) From: B. Adams To: J. Bellack CC: C. Conroy Subject: Re: IMPORTANT: YM Strategy Discussion prep |
| 120 | 2012-06-19 | GOOG-DOJ-13281069 | GOOG-DOJ-13281078 | Highly Confidential | Google Slide Deck - TYM Strategy Thoughts |
| 121 | 2012-07-13 | GOOG-DOJ-13605152 | GOOG-DOJ-13605158 | Highly Confidential | Dynamic Revshare for AdWords on AdX |
| 122 | 2012-09-00 | TTD_DOJ-GOOG23-0001952 | TTD_DOJ-GOOG23-0001953 | Highly Confidential - AEO | Competitive intel Framework |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
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| 123 | 2012-09-01 | GOOG-DOJ-03606441 | GOOG-DOJ-03606451 | Highly Confidential | Abrantes-Metz Ex. 17 (with handwritten notes) Admeld Product and Client Migration - Comms Doc |
| 124 | 2012-09-01 | GOOG-DOJ-03606441 | GOOG-DOJ-03606451 | Highly Confidential | Admeld Product and Client Migration - Comms Doc |
| 125 | 2012-09-20 | GOOG-DOJ-13284614 | GOOG-DOJ-13284615 | Highly Confidential | Grow AdX sell-side revenue by making AdX compete with DFP publishers' reserved ads |
| 126 | 2012-09-21 | GOOG-AT-MDL-004433563 | GOOG-AT-MDL-004433576 | Confidential | Email (Sep. 21, 2012) From: S. Spencer To: N. Mohan Subject: Fwd: Publisher-Facing External Deck on The Combined AdX-Admeld Platform Attach: Ad_Admeld_Integration_UpdateQ4 |
| 127 | 2012-10-22 | GOOG-AT-MDL-009280310 | GOOG-AT-MDL-009280337 | Confidential | Google Slide Deck - The Display Advertising Platform: An Integrated Strategic Plan |
| 128 | 2012-10-30 | GOOG-DOJ-05247255 | GOOG-DOJ-05247276 | Highly Confidential | Google Slide Deck - GDN - Strategic Offsite Initiatives Update |
| 129 | 2012-11-20 | GOOG-DOJ-09434884 | GOOG-DOJ-09434891 | Highly Confidential | PRD: AWBid Pilot (aka. AWBid PRD v2) |
| 130 | 2012-12-12 | GOOG-AT-MDL-015658196 | GOOG-AT-MDL-015658221 | Confidential | Email (Dec. 12, 2012) From: Dany Taylor To: B. Bender, B. Flack, A. Weinberg Subject: Fwd: Facebook Exchange sales pitch from SMX Attach: 771-ChristinaPark |
| 131 | 2012-12-17 | GOOG-DOJ-04634352 | GOOG-DOJ-04634354 | Highly Confidential | Email (Dec. 17, 2012) From: adwords-shopping-all To: S. Ramaswamy Cc: adwords-shopping-all Subject: Re: weekly search ads newsletter |
| 132 | 2013-00-00 | GOOG-DOJ-03131895 | GOOG-DOJ-03131900 | Highly Confidential | Note to Display Team |
| 133 | 2013-01-03 | GOOG-AT-MDL-015050132 | GOOG-AT-MDL-015050132 | Confidential | Email (Jan. 3, 2013) From: J. Cohen To: J. Bellack CC: B. Adams, R. Fran Subject: Re: DO NOT FORWARD feedback on DFP 2012 summary for Neal's annual note |
| 134 | 2013-01-03 | GOOG-DOJ-03604468 | GOOG-DOJ-03604470 | Highly Confidential | AdX 3rd Party Server-Side Dynamic Allocation Status |
| 135 | 2013-01-11 | GOOG-DOJ-13197248 | GOOG-DOJ-13197270 | Highly Confidential | Google Slide Deck - AdX Traditional Yield Management (TYM) Deep Dive |
| 136 | 2013-01-16 | GOOG-DOJ-02854344 | GOOG-DOJ-02854351 | Highly Confidential | Google Slide Deck (Jan. 16, 2013) - GDN Dynamic Revshare Launch |
| 137 | 2013-01-17 | N/A | N/A | Publicly available | AdWords Blog: Ads Security: 2012 Retrospective |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
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| 138 | 2013-01-17 | GOOG-DOJ-04306227 | GOOG-DOJ-04306227 | Highly Confidential | Email (Jan. 17, 2013) From: J. Heilig To: N. Srinivasan CC: N. Mohan, N. Fox, E. Manor, S. Spencer, W. Kim, et al. Subject: Re: GDN Dynamic Revshare launched today! |
| 139 | 2013-01-25 | GOOG-AT-MDL-002391198 | GOOG-AT-MDL-002391248 | Confidential | Email (Jan. 25, 2013) From: S. Bolger To: C. Wire, J. Galvin, S. Sheffer Subject: Fwd: Sales process for Dyn Rmkt campaign Attach: Google_Remarketing_Solutions_Update_Jan 2013 |
| 140 | 2013-02-00 | GOOG-DOJ-04403503 | GOOG-DOJ-04403573 | Highly Confidential | Google Slide Deck (Feb. 2013) - Global Display Solutions & Services |
| 141 | 2013-02-04 | GOOG-DOJ-15601956 | GOOG-DOJ-15601957 | Highly Confidential | Self Competing Candidates in the AdX Auction |
| 142 | 2013-02-06 | GOOG-AT-MDL-014418162 | GOOG-AT-MDL-014418165 | Confidential | Email (Feb. 6, 2013) From: beyondinteractive To: mediacom-us, Dell Team Subject: [Beyond interactive] Fwd: Introducing AdWords Enhanced Campaigns |
| 143 | 2013-02-12 | GOOG-DOJ-04307267 | GOOG-DOJ-04307268 | Highly Confidential | Email (Apr. 12, 2013) From: K. Bhatia To: B. Stewart, B. Atish, M. Mayer, P. Naylor Cc: J. Bellack, B. Baynes, K. Aciram, N. Mohan Subject: Re: Google/NBC - DFP Premium Upgrade Project Team |
| 144 | 2013-02-25 | NHTSA-ADS-0000718826 | NHTSA-ADS-0000718831 | Highly Confidential | Determination and Finding Checklist - Inherently Governmental Function |
| 145 | 2013-02-27 | GOOG-AT-MDL-011786129 | GOOG-AT-MDL-011786136 | Highly Confidential | Email (Feb. 27, 2013) From: S. Sheffer To: M. Pi Subject: Re: [Project Aristotle Weekly Mtg] 2/20 Hybrid kickoff notes |
| 146 | 2013-03-22 | GOOG-DOJ-1424558 | GOOG-DOJ-1424561 | Highly Confidential | Abrantes-Metz Ex. 18 (with handwritten notes) Email (Mar. 22, 2013) From: M. Pal To: S. Spencer CC: E. Manor, D. Bradstock, R. Spivak, A. Pappu Subject: Re: AdX TOS effectively prohibits publisher from using an adserver? |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
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| 147 | 2013-04-19 | GOOG-AT-MDL-011786634 | GOOG-AT-MDL-011786635 | Confidential | Email (Apr. 19, 2013) From: S. Sheffer To: A. Singh Subject: Re: *CLIENT NOTIFICATION NEEDED* Filtering botnets will materially reduce traffic for ~100 XFP pubs starting WED APR 24, possible AdX/AdSense impact too |
| 148 | 2013-04-25 | GOOG-DOJ-11753371 | GOOG-DOJ-11753378 | Highly Confidential | Email (Apr. 25, 2013) From: J. Dale To: C. LaSala Subject: Fwd: AdMeld Migration Update Attach: RTB surpasses traditional graph |
| 149 | 2013-05-09 | GOOG-DOJ-09916352 | GOOG-DOJ-09916354 | Highly Confidential | Email (May 9, 2013) From: B. Falck To: D. Alegre CC: A. Booth, S. Sheffer, L. Reese Subject: Fwd: [AdSense-DoubleClick-pm]Launch of AWBid: Cross-exchange Buying for AdWords Remarketing |
| 150 | 2013-05-22 | GOOG-DOJ-06583662 | GOOG-DOJ-06583667 | Highly Confidential | Email (May 22, 2013) From: Michael Smith To: A. Pappu CC: B. Adams, J. Bellack, S. Spencer, N. Mohan, Fran Ryan, J. Heilig Subject: Re: Dynamic Allocation with other ad servers |
| 151 | 2013-05-29 | GOOG-DOJ-04405315 | GOOG-DOJ-04405319 | Highly Confidential | Email (May 29, 2013) From: gdsp@google.com To: L. Reese CC: P. Schindler Subject: Bruce presented at PMG; quick update |
| 152 | 2013-06-18 | GOOG-DOJ-13512701 | GOOG-DOJ-13512705 | Highly Confidential | Realtime Spam Prediction for AWBid |
| 153 | 2013-06-20 | GOOG-DOJ-03606486 | GOOG-DOJ-03606491 | Highly Confidential | Google Slide Deck - Project Jordan |
| 154 | 2013-06-28 | GOOG-DOJ-03366145 | GOOG-DOJ-03366147 | Highly Confidential | Call-out-Proxy: 1-bid, 2-bid, and min-bid |
| 155 | 2013-06-28 | GOOG-AT-MDL-014628553 | GOOG-AT-MDL-014628554 | Confidential | Email (June 28, 2013) From: A. Klee To: S. Spencer Subject: Re: [AdX-Services] [adx-questions:11652] Multiple bids from DSPs |
| 156 | 2013-07-22 | GOOG-AT-MDL-014178137 | GOOG-AT-MDL-014178148 | Confidential | Google Slide Deck - Building for the Future |
| 157 | 2013-07-22 | GOOG-DOJ-03366173 | GOOG-DOJ-03366199 | Highly Confidential | Google Slide Deck - The Pricing Paradox and solutions |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
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| 158 | 2013-07-29 | GOOG-TEX-00077718 | GOOG-TEX-00077722 | Highly Confidential | Email (July 29, 2013) From: S. Spencer To: R. Curwen CC: Drew Bradstok, Michael Smith Subject: Re: Dynamic Allocation - Case Study Attach: Google Document - Profiting from Non-Guaranteed Advertising: The Value of Dynamic Allocation & Auction Pricing for Online Publishers |
| 159 | 2013-08-06 | GOOG-DOJ-13197448 | GOOG-DOJ-13197514 | Highly Confidential | Google Slide Deck - XFP+AdX Revenue Optimization via Cross-Priority Ranking |
| 160 | 2013-08-15 | GOOG-DOJ-03607096 | GOOG-DOJ-03607102 | Highly Confidential | Google Slide Deck - Admeld Publisher Growth |
| 161 | 2013-08-21 | GOOG-DOJ-14252524 | GOOG-DOJ-14252526 | Highly Confidential | Email (Aug. 21, 2013) From: N. Jayaram To: R. Siemborski CC: X. Bao, B. Rabii, adx-quality, B. Mears, S. Sunder, A. Amini Subject: Re: [Cagengleads] Profit metrics for RASTA |
| 162 | 2013-08-23 | GOOG-AT-MDL-008931580 | GOOG-AT-MDL-008931581 | Confidential | eMarketer, Nearly One-fifth of US Display Spending Will Be Automated This Year |
| 163 | 2013-09-00 | GOOG-TEX-00054839 | GOOG-TEX-00054872 | Highly Confidential | Google Slide Deck (Sep. 2013) - Ad Exchange Dynamic Allocation - Ad Exchange Academy |
| 164 | 2013-09-09 | GOOG-DOJ-04529447 | GOOG-DOJ-04529449 | Highly Confidential | Email (Sep. 9, 2013) From: pmg To: B. Stewart Cc: PBS Management Team (PMG), C. LaSala Subject: Re: Summary From 2013 Display Strategy Offsite |
| 165 | 2013-09-19 | N/A | N/A | Publicly available | Inside AdSense Blog Post: Redesigned text Ads on the Google Display Network |
| 166 | 2013-09-30 | GOOG-DOJ-06829061 | GOOG-DOJ-06829062 | Highly Confidential | Email (Sep. 20, 2013) From: M. Stark To: P. Kapoor Subject: Re: Admeld-AdX Migration Update - September 30, 2013 |
| 167 | 2013-10-00 | GOOG-AT-MDL-009557264 | GOOG-AT-MDL-009557297 | Confidential | Google Slide Deck (Oct. 2013) - PBS 2013 Annual Plan |
| 168 | 2013-10-00 | GOOG-AT-MDL-013856926 | GOOG-AT-MDL-013856973 | Confidential | Google Slide Deck (Oct. 2013) - Display Ads Deep Dive: Buyside |
| 169 | 2013-10-00 | OPENX-00000083 | OPENX-00000088 | Highly Confidential | OpenX Slide Deck (Oct. 2013) - SSP: Competitive Landscape and Objection Handling |
| 170 | 2013-10-00 | GOOG-DOJ-06842351 | GOOG-DOJ-06842362 | Highly Confidential | Google Slide Deck (Oct, 2013) - Project Bernanke - gTrade Update |
| 171 | 2013-10-18 | GOOG-DOJ-14952787 | GOOG-DOJ-14952789 | Confidential | Email (Oct. 18, 2013) From: launch@google.com To: W. Kim Subject: [Launch 106307] gTrade: Project Bernanke |
| 172 | 2013-10-21 | GOOG-DOJ-12700489 | GOOG-DOJ-12700501 | Highly Confidential | Google Slide Deck (Oct. 21, 2013) - Project Bernanke - Launch Presentation |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
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| 173 | 2013-10-30 | GOOG-DOJ-03609163 | GOOG-DOJ-03609194 | Highly confidential | Google Slide Deck - Publishers 101 |
| 174 | 2013-10-30 | GOOG-TEX-00055079 | GOOG-TEX-00055086 | Highly Confidential | Google Slide Deck - Rubicon: What's The Deal? |
| 175 | 2013-10-31 | GOOG-DOJ-04146854 | GOOG-DOJ-04146857 | Highly Confidential | Email (Oct. 31, 2013) From: andriod-ads To: C. Navrides CC: S. Suppe, F. de Gantes, S. Chang, J.n Alferness, P. Shodjai, et al. Subject: [android-ads] Re: [AdSense-DoubleClick-pm] Re: [Monetization-pm] Re: [xftp-pm] Advertising ID Launched! |
| 176 | 2013-11-06 | N/A | N/A | Publicly available | European Commission - Commission Staff Working Document |
| 177 | 2013-11-11 | GOOG-AT-MDL-009644018 | GOOG-AT-MDL-009644018 | Highly Confidential | Google Spreadsheet - Launch request - gTrade: Project Bernanke |
| 178 | 2013-11-16 | GOOG-DOJ-15416614 | GOOG-DOJ-15416625 | Highly Confidential | Understanding dynamic allocation, preferred deals, and enhanced dynamic allocation (beta) |
| 179 | 2013-11-21 | GOOG-AT-MDL-012324145 | GOOG-AT-MDL-012324145 | Confidential | Third-Party Server Side Dynamic Allocation Proposal |
| 180 | 2013-12-05 | GOOG-AT-MDL-012551468 | GOOG-AT-MDL-012551482 | Highly Confidential | Automatic Whitelisting for AWBid |
| 181 | 2013-12-06 | OPENX-00013598 | OPENX-00013600 | Highly Confidential | Email (Dec. 6, 2013) From: T. Cadogan To: N. Marakovic, A. Braccia, H. Hochhauser CC: J. Gentry, Q. Saifee, N. Cumins, M. Goyal, J. Fairchild, R. Corn Subject: Board Strategy Session Follow-up: Notes and Conclusions |
| 182 | 2013-12-22 | GOOG-AT-MDL-001311789 | GOOG-AT-MDL-001311791 | Confidential | Email (Dec. 22, 2013) From: P. Bjorke To: K. Park CC: M. McNally, P. Rivard, A. Jacobson, E. Erfanian, O. Bachmann Subject: Re: AwBid Experiment |
| 183 | 2014-00-00 | GOOG-DOJ-05250916 | GOOG-DOJ-05250950 | Highly Confidential | Google Slide Deck (2014) - Display & Video Ads |
| 184 | 2014-00-00 | GOOG-DOJ-06605536 | GOOG-DOJ-06605538 | Highly Confidential | FB Compete for Ads Strategy 2014 |
| 185 | 2014-01-00 | GOOG-DOJ-15140608 | GOOG-DOJ-15140609 | Highly Confidential | Impact of GDN not participating in AdX Auctions |
| 186 | 2014-01-08 | GOOG-AT-MDL-001312043 | GOOG-AT-MDL-001312045 | Confidential | Email (Jan. 8, 2014) From: V. Rao To: K. Park CC: M. McNally, P. Rivard, A. Jacobson, E. Erfanian, P. Bjorke, O. Bachmann, R. Zippel Subject: Re: AwBid Experiment |
| 187 | 2014-01-12 | N/A | N/A | Publicly available | Google Ad Manager Help, Google Publisher Policies |
| 188 | 2014-01-15 | GOOG-AT-MDL-019245395 | GOOG-AT-MDL-019245396 | Confidential | AwBid Traffic |
| 189 | 2014-01-16 | GOOG-AT-MDL-010845138 | GOOG-AT-MDL-010845143 | Confidential | Email (Jan. 16, 2014) From: N. Mohan To: J. Heilig Subject: Display Ads in 2013: A Great Year for Users, Advertisers and Publishers |

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| 190 | 2014-01-17 | N/A | N/A | Publicly available | AdWords Blog Post: Busting Bad Advertising Practices – 2013 Year in Review |
| 191 | 2014-01-28 | GOOG-AT-MDL-019522194 | GOOG-AT-MDL-019522198 | Confidential | Email (Jan. 28, 2014) From: J. Yuan To: P. Rivard CC: T. Maurer, E. Goh, O. Zamir, D. Kuzmin, M. Young-Lai, K. Yoon, R. Surdlescu, M. McNally, P. Bjorke, K. Park Subject: Re: status check of AWBid exp for all remarketing |
| 192 | 2014-01-28 | GOOG-AT-MDL-019522205 | GOOG-AT-MDL-019522210 | Confidential | Email (Jan. 28, 2014) From: J. Yuan To: R. Surdulescu CC: E. Goh, P. Rivard, T. Maurer, O. Zamir, D. Kuzmin, M. Young-Lai, K. Yoon, M. McNally, P. Bjorke, K. Park Subject: Re: status check of AWBid for all remarketing |
| 193 | 2014-01-29 | GOOG-AT-MDL-015464076 | GOOG-AT-MDL-015464076 | Confidential | Email (Jan. 29, 2014) From: E. Goh To: P. Rivard CC: T. Maurer, J. Yuan, Y. Yoon, M. Young-Lai, O. Zamir, D. Kuzmin, R. Surdulescu, M. McNally, P. Bjorke, K. Park Subject: Re: Status Check of awbid exp for all remarketing |
| 194 | 2014-01-29 | GOOG-AT-MDL-015464084 | GOOG-AT-MDL-015464087 | Confidential | Email (Jan. 29, 2014) From: T. Maurer To: R. Surdulescu CC: O. Zamir, P. Rivard, E. Goh, J. Yuan, Y. Yoon, M. Young-Lai, D. Kuzmin, M. McNally, P. Bjorke, K. Park Subject: Re: status check of AWBid exp for all remarketing |
| 195 | 2014-02-05 | GOOG-DOJ-0361002 | GOOG-DOJ-0361004 | Highly Confidential | Abrantes-Metz Ex. 19 (with handwritten notes) AdX Comms: Server Side Interface for 3rd party ad server dynamic allocation |
| 196 | 2021-10-15 | GOOG-DOJ-03610002 | GOOG-DOJ-03610004 | Highly Confidential | Google AdX Comms Doc - Server Side Interface for 3rd party ad server dynamic allocation |
| 197 | 2014-03-00 | GOOG-AT-MDL-009632479 | GOOG-AT-MDL-009632486 | Highly Confidential | Emerging Products Deal Executive Summary Deal name/Type of Deal: AWBid inventory buying agreement |
| 198 | 2014-03-00 | GOOG-DOJ-14260375 | GOOG-DOJ-14260377 | Highly Confidential | DFP-AdX Account Unification |
| 199 | 2014-03-00 | GOOG-DOJ-AT-00569936 | GOOG-DOJ-AT-00569937 | Highly Confidential | Increase GDN margin on AdX from 14% to 15% |
| 200 | 2015-04-06 | MAGNITE-00003887 | MAGNITE-00004129 | Highly Confidential | Kaylie Slides for Opening 10 minutes |
| 201 | 2014-04-09 | GOOG-DOJ-12000007 | GOOG-DOJ-12000014 | Highly Confidential | Auto resize image ads for display campaigns PRD |
| 202 | 2014-04-10 | GOOG-DOJ-03610481 | GOOG-DOJ-03610542 | Highly Confidential | Google Slide Deck - Path to Premium: A refined strategy for a rapidly evolving industry |
| 203 | 2014-04-16 | GOOG-AT-MDL-019215294 | GOOG-AT-MDL-019215342 | Confidential | Google Slide Deck - Simplicity: CAWFE, GDN Meeting 3/12 |
| 204 | 2014-04-22 | GOOG-DOJ-15417688 | GOOG-DOJ-15417696 | Highly Confidential | EDA / AdX help articles |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
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| 205 | 2014-04-30 | N/A | N/A | Publicly available | Meta Blog Post: Song Qian, Introducing Facebook's Audience Network |
| 206 | 2014-05-05 | GOOG-DOJ-04156545 | GOOG-DOJ-04156551 | Highly Confidential | Creating a Competitive Advantage for AdX through Clean Ad Traffic |
| 207 | 2014-05-12 | GOOG-DOJ-03876025 | GOOG-DOJ-03876055 | Highly Confidential | Google Slide Deck - Discussion on Improving AdX & AdSense backfill |
| 208 | 2014-05-20 | GOOG-AT-MDL-004416876 | GOOG-AT-MDL-004416880 | Confidential | DFP Comms doc: AdMob Line Item Dynamic Allocation |
| 209 | 2014-06-09 | N/A | N/A | Publicly available | OpenX Press Release (June 9, 2014): OpenX Transforms Concept of SSP with Industry-First Demand Fusion Technology |
| 210 | 2014-07-17 | GOOG-DOJ-06832460 | GOOG-DOJ-06832532 | Highly confidential | Google Slide Deck (July 17, 2014) - DPP Status Update |
| 211 | 2014-07-22 | GOOG-DOJ-06589992 | GOOG-DOJ-0658995 | Highly Confidential | Email (July 22, 2014) From: N. Mohan To: Display Eng, Mohan-staff-hr; L. Reese, J. Spero, Lucas Watson, P. Schindler CC: S. Ramaswamy, E. Lipkowitz, S. Silver, T. Frankenstein, K. Kanakamedala, J. O'Connor Subject: Display and Video Ads: 2014 Mid-Year Check-in, Strategy Update |
| 212 | 2014-08-00 | GOOG-DOJ-03619484 | GOOG-DOJ-03619485 | Highly Confidential | AdX dynamic sell-side rev share (DRS v1) - project description / mini PRD |
| 213 | 2014-08-00 | GOOG-DOJ-06134599 | GOOG-DOJ-06134656 | Highly Confidential | Google Slide Deck (Aug. 2014) - Core Team Sellside Review |
| 214 | 2014-08-00 | GOOG-DOJ-09000086 | GOOG-DOJ-09000093 | Highly Confidential | Ad Spam 2015 Strategy |
| 215 | 2014-08-26 | GOOG-DOJ-14304823 | GOOG-DOJ-14304823 | Highly Confidential | Email (Aug. 26, 2014) From: Google Calendar To: P. Bjorke, P. Shodjai, D. Ejager, et al. Subject: [Update HOLD for AWBID/DBM Spam Discussion |
| 216 | 2014-09-04 | GOOG-DOJ-07227229 | GOOG-DOJ-07227249 | Highly Confidential | Google Slide Deck (Sep. 4, 2014) - AWBID Update for DMPM: Cross-exchange buying for remarketing |
| 217 | 2014-09-11 | GOOG-DOJ-03612322 | GOOG-DOJ-03612335 | Highly Confidential | Google Slide Deck - Display Strategy Offsite |
| 218 | 2014-09-28 | GOOG-DOJ-14045067 | GOOG-DOJ-14045086 | Highly Confidential | "Beyond the Banner" Narrative |
| 219 | 2014-10-00 | GOOG-DOJ-12443562 | GOOG-DOJ-12443588 | Highly Confidential | Google Slide Deck (Oct. 2014) - Understanding the AdX Auction: The nuts-and-bolts and what makes it complex |
| 220 | 2014-10-07 | N/A | N/A | Publicly available | Meta Blog Post (Oct. 7, 2014): Tanya Chen, Audience Network Launch |
| 221 | 2014-10-11 | GOOG-AT-MDL-001094067 | GOOG-AT-MDL-001094086 | Confidential | GDN Auction Overview |
| 222 | 2014-11-00 | GOOG-DOJ-03901693 | GOOG-DOJ-03901713 | Highly Confidential | Google Slide Deck (Nov, 2014) - First call signal and GDN bidding: Status update |
| 223 | 2014-11-00 | GOOG-TEX-00082536 | GOOG-TEX-00082537 | Highly Confidential | Why DRX? |
| 224 | 2014-11-03 | N/A | N/A | Publicly Available | David Minkin slide deck (Nov. 3, 2014) - Programmatic Advertising: Separating the Facts and Fiction |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
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| 225 | 2014-11-05 | GOOG-DOJ-14878128 | GOOG-DOJ-14878130 | Highly Confidential | Email (Nov. 5, 2014) From: caqengleads To: caqengleads CC: launchlog Subject: [Cqengleads] [Launch 121341] AdX dynamic sell-side revenue share (DRS) - full launch |
| 226 | 2014-11-13 | GOOG-DOJ-15419945 | GOOG-DOJ-15419947 | Highly Confidential | Email (Nov. 13, 2014) From: drx-quality To: drx-quality CC: launchlog Subject: [Launch 124105] Per-buyer dynamic price optimization on AdX - full launch (+90M annual revenue from RTB buyers) |
| 227 | 2014-11-14 | GOOG-DOJ-03415484 | GOOG-DOJ-03415504 | Highly Confidential | Google Slide Deck (Nov. 14, 2014) - Competitive Analysis: Facebook Update |
| 228 | 2014-11-14 | GOOG-AT-MDL-B-005482544 | GOOG-AT-MDL-B-005482547 | Confidential | Email: (Nov. 14, 2018) From: D. Brinker (NewsCorp) To: C. DiNatali (Google) Re: Congrats |
| 229 | 2014-12-00 | GOOG-AT-MDL-019245435 | GOOG-AT-MDL-019245440 | Confidential | Abrantes-Metz Ex. 11 (with handwritten notes) AWBid Ad Spam Publisher Quality Investigation |
| 230 | 2014-12-00 | GOOG-AT-MDL-019245435 | GOOG-AT-MDL-019245440 | Confidential | AWBid Ad Spam Publisher Quality Investigation |
| 231 | 2014-12-02 | GOOG-DOJ-13199584 | GOOG-DOJ-13199599 | Highly Confidential | Google Slide Deck - Two-sided Dynamic Revenue Sharing |
| 232 | 2014-12-08 | GOOG-DOJ-13330569 | GOOG-DOJ-13330573 | Highly Confidential | Email (Dec. 8, 2014) From: J. Bellack To: S. Silver Subject: Re: AdX Dynamic Revenue Share - requesting VP Launch Approval by email |
| 233 | 2014-12-20 | GOOG-DOJ-09687308 | GOOG-DOJ-09687311 | Highly Confidential | Email: (Dec. 20, 2014) From: N. Mohan To: Mohan-staff-hr, display-eng CC: multiple Google recipients Re: Display & Video Ads in 2014: A Year in Review |
| 234 | 2015-00-00 | GOOG-DOJ-04430492 | GOOG-DOJ-04430504 | Highly Confidential | Google Slide Deck - Header Bidding T1 Impact |
| 235 | 2015-00-00 | GOOG-DOJ-13202659 | GOOG-DOJ-13202713 | Highly Confidential | Google Side Deck (2015) - Dynamic Sell-Side Revshare: GDN/DRX Summit 2015 |
| 236 | 2015-00-00 | SVRN000076 | SVRN000076 | Confidential | Sovrn Exchange Revenue (Q1 2015 - Q4 2022) |
| 237 | 2015-01-26 | GOOG-DOJ-14514871 | GOOG-DOJ-14514874 | Highly Confidential | Email (Jan. 26, 2015) From: launch To: E. Lipkovitz Subject: [Launch 127698] AWBid Cross-exchange Pilot for AdWords Remarketing |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
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| 238 | 2015-02-03 | N/A | N/A | Publicly available | AdWords Blog Post: Fighting Bad Advertising Practices on the Web — 2014 Year in Review |
| 239 | 2015-02-05 | GOOG-TEX-00048091 | GOOG-TEX-00048110 | Highly Confidential | PRD: The 2015 Unified/Integrated DRX Query Tool (a.k.a Project Burundlefly) |
| 240 | 2015-02-06 | N/A | N/A | Publicly available | Google Inc. 10-K for the fiscal year ended December 31, 2014 |
| 241 | 2015-02-13 | GOOG-DOJ-13199952 | GOOG-DOJ-13199962 | Highly Confidential | Google Slide Deck - AdX DRA v1 launch review |
| 242 | 2015-03-00 | GOOG-DOJ-06563186 | GOOG-DOJ-06563204 | Highly Confidential | Google Slide Deck (March 2015) - Mediation detection and GDN bidding: Status update |
| 243 | 2015-03-00 | GOOG-DOJ-27803533 | GOOG-DOJ-27803552 | Confidential | Google Slide Deck (March 2015) - First call signal and GDN bidding |
| 244 | 2015-03-00 | VOX 00000004 | VOX 00000047 | Confidential | Slide Deck - AdX Business Review Google Vox Media |
| 245 | 2015-04-06 | MAGNITE-00003934 | MAGNITE-00004129 | Highly Confidential | Excel - Automated Guaranteed vs. Direct |
| 246 | 2015-04-13 | GOOG-DOJ-11762915 | GOOG-DOJ-11762920 | Highly Confidential | Google Slide Deck - Top 10 Buy-Side Priorities |
| 247 | 2015-05-21 | GOOG-DOJ-15637938 | GOOG-DOJ-15637940 | Highly Confidential | Email (May 21, 2015) From: caqengleads To: caqengleads CC: launch Subject: [Caqengleads] [Launch 133445] Global Bernanke (+\$40M revenue) |
| 248 | 2015-06-00 | GOOG-DOJ-15831724 | GOOG-DOJ-15831757 | Highly Confidential | Google Slide Deck (June, 2015) - Scaling Competitive Intelligence |
| 249 | 2015-06-03 | GOOG-AT-MDL-004555239 | GOOG-AT-MDL-004555242 | Confidential | Including Budget Constrained Ads in Bernanke |
| 250 | 2015-06-05 | TikTok_GoogleAdTech_00000695 | TikTok_GoogleAdTech_00000695 | Highly Confidential | 2022 Nov to Dec.xlsx |
| 251 | 2015-06-08 | GOOG-DOJ-13200998 | GOOG-DOJ-13201003 | Highly Confidential | Truthful Revshare: Impact Analysis |
| 252 | 2015-06-09 | GOOG-DOJ-15125337 | GOOG-DOJ-15125337 | Highly Confidential | Bi-Annual Product Prioritization and Planning Process |
| 253 | 2015-06-11 | GOOG-AT-MDL-014462598 | GOOG-AT-MDL-014462599 | Confidential | Email (June 11, 2015) From: D. Bradstock To: T. Maurer Subject: Re: AWBId: Rubicon fully ramped up! (Confidential) |
| 254 | 2015-06-17 | GOOG-DOJ-06837998 | GOOG-DOJ-06838006 | Highly Confidential | Email (June 17, 2015) From: global-programmatic-solutions To: M. Edman CC: D. de Jager, K. Wiechmann, A. Faville, A. Shellhammer Subject: Re: [Ad Spam Eng] Re: [Adspam-ops] Re: [programmatic-news] Putting the user first. Our third wave of attack on unwanted as injectors |
| 255 | 2015-07-23 | GOOG-TEX-00000001 | GOOG-TEX-00000013 | Highly Confidential | Google Slide Deck - Optimal AdX in DFP setup: Best practices, and how to traic RTA/RTP (header bidding) line items |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
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| 256 | 2015-07-23 | GOOG-DOJ-11763947 | GOOG-DOJ-11763953 | Highly Confidential | Abrantes-Metz Ex. 15 (with handwritten notes) Email (July 23, 2015) From: A. Grabinsky To: M. Sarlo Dauwalter CC: B. Rowley, C. LaSala, J. Grateau, A. Pappu, D. Bradstock, Dev Gogate, M. Loubser, S. Spencer, J. Sehart, J. Bellack, D. Goodman, C. Berliat, A. Shellhammer Subject: Re Technorati Releases Tech To Manage Multiple Header Bidding Partners |
| 257 | 2015-07-23 | GOOG-DOJ-11763947 | GOOG-DOJ-11763953 | Highly Confidential | Email (July 23, 2015) From: A. Grabinsky To: M. Sarlo Dauwalter CC: B. Rowley, C. LaSala, J. Grateau, A. Pappu, D. Bradstock, Dev Gogate, M. Loubser, S. Spencer, J. Sehart, J. Bellack, D. Goodman, C. Berliat, A. Shellhammer Subject: Re Technorati Releases Tech To Manage Multiple Header Bidding Partners |
| 258 | 2015-07-30 | GOOG-DOJ-12689626 | GOOG-DOJ-12689638 | Highly Confidential | Email (July 30, 2015) From: D. Garcia To: T. Tan CC: M. Sarlo Dauwalter, D. Kestin, C. Schneiderman Subject: Re: Dynamic Allocation Pitches/Slides Attach: Dynamic Allocation Walkthrough |
| 259 | 2015-08-00 | GOOG-DOJ-11558087 | GOOG-DOJ-11558112 | Highly Confidential | Google Slide Deck - Project Simple: insights debrief |
| 260 | 2015-08-00 | GOOG-DOJ-28385887 | GOOG-DOJ-28385908 | Confidential | Google Slide Deck (Aug. 17, 2015) - Beyond Bernanke |
| 261 | 2015-08-06 | GOOG-DOJ-14050708 | GOOG-DOJ-14050746 | Highly Confidential | Google Slide Deck (Aug. 6, 2015) - SMB All Stars Summit - Democratizing Programmatic |
| 262 | 2015-08-19 | GOOG-DOJ-13351316 | GOOG-DOJ-13351317 | Highly Confidential | Email (Aug. 19, 2015) From: B. Rowley To: C. DiNatali, J. Bellack CC: P. Kapoor Subject: Re: At Meredith Summit in Des Moines |
| 263 | 2015-08-31 | SNAP_00016987 | SNAP_00017021 | Highly Confidential | Ad Tech Strategy v7 |
| 264 | 2015-09-00 | GOOG-DOJ-09141884 | GOOG-DOJ-09142010 | Highly Confidential | Google Slide Deck (Sep. 2015) - AdX Buy-Side Leadership Summit |
| 265 | 2015-09-00 | GOOG-DOJ-09689850 | GOOG-DOJ-09689850-092 | Confidential | Display & Video Strategy Book (Sep. 2015) |
| 266 | 2015-00-00 | GOOG-DOJ-10957546 | GOOG-DOJ-10957580 | Highly Confidential | Google Slide Deck (Q4 2015) - Header Bidding & AdX Positioning |
| 267 | 2015-09-00 | GOOG-DOJ-12112128 | GOOG-DOJ-12112147 | Highly Confidential | Google Slide Deck (Sep. 2015) - Display Native - Go-to-Market Plan Sept 2015 |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
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| 268 | 2015-09-11 | GOOG-DOJ-14368357 | GOOG-DOJ-14368358 | Highly Confidential | Email (Sep. 11, 2015) From: A. Pappu To: C. Cortes Subject: Re: [Monetization-pm] [drx-pm] LAUNCHED! AdX Dynamic Revenue Share (DRS) |
| 269 | 2015-09-11 | GOOG-DOJ-15068390 | GOOG-DOJ-15068392 | Highly Confidential | Email (Sep. 11, 2015) From: C. Cortes To: A. Pappu Subject: Fwd: [Monetization-pm] [drx-pm] LAUNCHED! AdX Dynamic Revenue Share (DRS) |
| 270 | 2015-09-14 | GOOG-DOJ-15728516 | GOOG-DOJ-15728518 | Highly Confidential | Email (Sep. 14, 2015) From: launch To: W. Kim CC: launchlog Subject: [Launch 121341] AdX dynamic sell-side revenue share (DRS) - full launch excl GDN (\$140m Google/AdX revenue) |
| 271 | 2015-09-17 | GOOG-DOJ-15189434 | GOOG-DOJ-15189436 | Highly Confidential | Email (Sep. 11, 2015) From: A. Martucci To: E. Kozek CC: S. Cheng Subject: Preliminary thoughts on Header Bidding |
| 272 | 2015-09-22 | N/A | N/A | Publicly available | Archived web page: DoubleClick for Publishers Help: DFP and dynamic allocation |
| 273 | 2015-09-25 | GOOG-DOJ-14961129 | GOOG-DOJ-14961133 | Highly Confidential | Email (Sep. 25, 2015) From: W. Kim To: J. Land Subject: per's self assessment Attach: Google Feedback - P. Bjorke Product Manager |
| 274 | 2015-10-09 | GOOG-DOJ-05310281 | GOOG-DOJ-05310283 | Highly Confidential | Email (Oct. 9, 2015) From: J. Bellack To: C. LaSala CC: S. Spencer, D. Bradstock, C. Bindra, A. Pappu, J. Schindler Subject: Re: Header bidding - deck on standards from IAB |
| 275 | 2015-10-15 | GOOG-DOJ-13235745 | GOOG-DOJ-13235771 | Highly Confidential | Google Slide Deck (Oct. 15, 2015) - Header Bidding Training |
| 276 | 2015-10-16 | GOOG-DOJ-14507421 | GOOG-DOJ-14507425 | Highly Confidential | Email (Oct. 16, 2015) From: drx-pm-leads To: J. Cohen CC: S. Spencer, J. Bellack, drx-pm-leads Subject: Re: *AMZN launches new Proprietary Ad Server* [Fwd: DR: Erika Wright (Programmatic Display)] |
| 277 | 2015-10-23 | GOOG-DOJ-13518329 | GOOG-DOJ-13518352 | Highly Confidential | Google Slide Deck (Oct. 23, 2015) - Awbid Update |
| 278 | 2015-11-00 | GOOG-AT-MDL-003530782 | GOOG-AT-MDL-003530821 | Confidential | Google Slide Deck (Nov. 2015) - PBS Competitive Intelligence |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
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| 279 | 2015-11-00 | GOOG-DOJ-05312887 | GOOG-DOJ-05312913 | Highly Confidential | Google Slide Deck (Nov. 2015) - DRX Demand Syndication |
| 280 | 2015-11-00 | GOOG-DOJ-11462513 | GOOG-DOJ-11462555 | Highly Confidential | Google Slide Deck (Nov. 2015) - big small call |
| 281 | 2015-11-02 | GOOG-DOJ-13202550 | GOOG-DOJ-13202658 | Highly Confidential | Abrantes-Metz Ex. 14 (with handwritten notes) Google Slide Deck - Mediation Update |
| 282 | 2015-11-06 | GOOG-DOJ-09254116 | GOOG-DOJ-09254118 | Highly Confidential | Email (Nov. 6, 2015) From: P. Bjorke To: D. Diamondstone CC: Ad Spam Comm Czars, D. Bradstock, J. Bellack, J. Dischler, et al. Subject: Re: [adspam-comm-czars] Re: [Ad Spam Eng] Re: Launched! TAG Payment IDs on AdX |
| 283 | 2015-11-12 | GOOG-DOJ-07235914 | GOOG-DOJ-07235927 | Highly Confidential | Email (Nov. 12, 2015) From: mohan-staff-hr To: T. Maurer CC: G. Levitte, D. Goodman, E. Lipkovitz, J. Bellack, et al. Subject: Re: [drx-pm] LAUNCHED! Dynamic Pricing (RPO) for AdX sellers Attach: Slice impressions by features Slide Deck |
| 284 | 2015-12-09 | GOOG-AT-MDL-019215643 | GOOG-AT-MDL-019215688 | Confidential | Google Slide Deck (Dec. 9, 2015) - Display RevForce |
| 285 | 2015-12-10 | GOOG-DOJ-03641972 | GOOG-DOJ-03641995 | Highly Confidential | Google Slide Deck (Dec. 10, 2015) - Global Performance and Programmatic All Hands |
| 286 | 2015-12-10 | GOOG-DOJ-09457863 | GOOG-DOJ-09457869 | Highly Confidential | Email (Dec. 10, 2015) From: J. Nussbaum To: P. Kapoor CC: B. Ng, S. Sankar, H. So, A. Connal, M. Murphy, S. Temes, K. Spoerer, K. Fletcher Subject: Re: Programmatic Guarantee: Contracting? Attach: Google Doc - Order Form - DoubleClick Bid Manager Service |
| 287 | 2015-12-11 | GOOG-AT-MDL-006286543 | GOOG-AT-MDL-006286545 | Confidential | Email (Dec. 11, 2015) From: T. Maurer To: P. Muret, N. Mohan, E. Lipkovitz, S. Silver, S. Ramaswamy, B. Bender, O. Zamir, B. Rabii, W. Kim, et al. Subject: AWBid: 7 exchanges ramped up, type2 launched, reached 100M ARR |
| 288 | 2015-12-14 | N/A | N/A | Publicly available | Sharethrough Blog Post (Dec. 14, 2015): The Evolution Of The Supply Side Platform |
| 289 | 2015-12-15 | GOOG-DOJ-06843038 | GOOG-DOJ-06843068 | Highly confidential | DFP+AdX / AdMob Monthly Update: 12/15/2015 |
| 290 | 2015-12-15 | GOOG-DOJ-AT-01386256 | GOOG-DOJ-AT-01386267 | Highly Confidential | Project HDMI |
| 291 | 2016-00-00 | N/A | N/A | Publicly available | Advertiser Perceptions, "What Advertisers Think" |
| 292 | 2016-00-00 | GOOG-AT-MDL-008928774 | GOOG-AT-MDL-008928774 | Highly Confidential | 2016 Actual Ads P&L |
| 293 | 2016-00-00 | FBDOJ008441160 | FBDOJ008441160 | Confidential | Slide Deck - 2016 LRP review: ads |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
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| 294 | 2016-00-00 | N/A | N/A | Publicly available | R. Ravi and Baohong Sun, Customer-Centric Marketing: A Pragmatic Framework |
| 295 | 2016-00-00 | VOX 00000073 | VOX 00000078 | Confidential | Concert Seller Talking Points & FAQs |
| 296 | 2016-00-00 | N/A | N/A | Publicly available | iab., Sellers.json |
| 297 | 2016-01-00 | GOOG-DOJ-09948715 | GOOG-DOJ-09948774 | Highly Confidential | Google Slide Deck (Jan. 16) - EMEA PBS 2016: Setting the Stage |
| 298 | 2016-01-11 | GOOG-DOJ-13364449 | GOOG-DOJ-13364453 | Highly Confidential | Email (Jan. 11, 2016) From: J. Bellack To: A. Pappu Subject: Re: article - trial by fire, how 6 header bidders perform |
| 299 | 2016-01-19 | GOOG-DOJ-15645059 | GOOG-DOJ-15645085 | Highly Confidential | Google Slide Deck (Jan. 19, 2016) - Google's Response to Ad Blocking: Project Magnolia |
| 300 | 2016-01-21 | N/A | N/A | Publicly available | Google Blog Post (Jan. 21, 2016): S. Ramaswamy, How we fought bad ads in 2015 |
| 301 | 2016-02-00 | GOOG-DOJ-09459336 | GOOG-DOJ-09459356 | Highly Confidential | Google Slide Deck (Feb. 2016) - Demand Syndication - aka "Jedi" internally |
| 302 | 2016-02-00 | GOOG-TEX-00118629 | GOOG-TEX-00118651 | Highly Confidential | Google Slide Deck (Feb. 2016) - Demand Syndication - aka "Jedi" internally |
| 303 | 2016-02-02 | GOOG-DOJ-13203643 | GOOG-DOJ-13203683 | Highly Confidential | Google Slide Deck - DRX Global Optimization of DRS, RPO, and EDA |
| 304 | 2016-02-11 | N/A | N/A | Publicly available | Alphabet Inc. Form 10-K for the fiscal year ended December 31, 2015 |
| 305 | 2016-02-16 | FBDOJ012553858 | FBDOJ012553858 | Confidential | Monetize with 2.5 Million Advertisers From Facebook |
| 306 | 2016-02-25 | GOOG-DOJ-10708472 | GOOG-DOJ-10708522 | Highly Confidential | Google Slide Deck (Feb. 25, 2016) - Turbo: Summit |
| 307 | 2016-03-00 | GOOG-DOJ-09948834 | GOOG-DOJ-09948867 | Highly Confidential | Google Slide Deck (March 2016) - QBR EMEA Q1 2016 Media Buying Solutions |
| 308 | 2016-04-00 | GOOG-DOJ-03725708 | GOOG-DOJ-03725743 | Highly Confidential | Google Slide Deck (Apr. 2016) - Results of Dr. Doom (DRX) and Q2 (AdMob) Product Prioritization |
| 309 | 2016-04-01 | GOOG-DOJ-AT-02255861 | GOOG-DOJ-AT-02255875 | Highly Confidential | Display Responsive Ads (DRA) V1 PRD |
| 310 | 2016-04-05 | GOOG-DOJ-03846477 | GOOG-DOJ-03846478 | Highly Confidential | Email (Apr. 5, 2016) From: J. Meltzer To: B. Stewart, B. Faes, J. Butteriss, D. Graham, S. Sheffer CC: C. LaSala, J. Grateau, C. Beagley, M. Pi Subject: [Pls Read] Update on AWBid Announcement and Yield Launches/Messaging |
| 311 | 2016-04-06 | GOOG-DOJ-AT-02467209 | GOOG-DOJ-AT-02467213 | Highly Confidential | Don't Fris Price CO on AdX & AWBid |
| 312 | 2016-04-07 | GOOG-DOJ-13235100 | GOOG-DOJ-13235120 | Highly Confidential | Abrantes-Metz Ex. 21 (with handwritten notes) Google Slide Deck - Overall Pub Yield With DRS (v2) |
| 313 | 2016-04-07 | GOOG-DOJ-13235100 | GOOG-DOJ-13235120 | Highly Confidential | Google Slide Deck - Overall Pub Yield With DRS (v2) |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
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| 314 | 2016-04-08 | GOOG-DOJ-15730729 | GOOG-DOJ-15730732 | Highly Confidential | Email (Apr. 8, 2016) From: launch To: W. Kim CC: launchlog Subject: UPCOMING LAUNCH - Please review: [Launch 150218] Removing first pricing in global Bernanke and AWBid DRS + tuning Bernanke thresholds |
| 315 | 2016-04-13 | N/A | N/A | Publicly available | Google Ads & Commerce Blog Post (Apr. 13, 2016): J. Bellack, Improving yield, speed and control with DoubleClick for Publishers First Look and exchange bidding |
| 316 | 2016-04-13 | NEWSCORP-DOJCID-00031456 | NEWSCORP-DOJCID-00031457 | Confidential | Email: (Apr. 13, 2016) From: A. Gomez To: R. Lakhani cc: multiple recipients Re: Programmatic I/O Announcement |
| 317 | 2016-04-19 | GOOG-DOJ-AT-02642407 | GOOG-DOJ-AT-02642425 | Highly Confidential | Google Slide Deck (Apr. 19, 2016) - Update since Sharing during Ads Council on 4.19.2016 |
| 318 | 2016-04-27 | GOOG-DOJ-13521136 | GOOG-DOJ-13521137 | Highly Confidential | Email (Apr. 27, 2016) From: E. Goh To: N. Jayaram CC: J. Meltzer, W. Kim, A. Shellhammer, B. Rabii, A. Aggarwal, T. Maurer, J. Colen, D. Kuzmin Subject: Re: AWBid-related sellside messaging |
| 319 | 2016-04-29 | TTD_0034464 | TTD_0034466 | Confidential | Email (Apr. 29, 2016) From: T. Smith To: L. Fassbender, B. Stempeck, R. Perdue CC: J. Dederick, A. Peck, B. Smarsh, J. Patterson, J. Byrne, D. Bratone, H. Umeh Subject: RE: Help w/ a few questions for Nestle RFP Attach: The Trade Deck_Response |
| 320 | 2016-05-00 | GOOG-DOJ-12782281 | GOOG-DOJ-12782301 | Highly Confidential | Google Slide Deck (May 2016) - Programmatic Operating Model |
| 321 | 2016-05-00 | GOOG-DOJ-14718514 | GOOG-DOJ-14718516 | Highly Confidential | Opt-out control for AdX Dynamic Revshare |
| 322 | 2016-05-02 | GOOG-DOJ-03192922 | GOOG-DOJ-03192929 | Highly Confidential | Google Slide Deck - Naming Brief - "Smart Display Campaigns" |
| 323 | 2016-05-13 | GOOG-AT-MDL-015467522 | GOOG-AT-MDL-015467524 | Confidential | Email (May 13, 2016) From: P. Bjorke To: D. Kuzmin CC: T. Maurer, E. Goh, H. Kim Subject: Re: Spam on exchanges |
| 324 | 2016-05-16 | GOOG-DOJ-05360483 | GOOG-DOJ-05360487 | Highly Confidential | Email (May 16, 2016) From: P. Kapoor To: sell-side-update Subject: DFP+AdX / AdMob Monthly Update 5/16/2016 |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
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| 325 | 2016-05-20 | GOOG-AT-MDL-007311335 | GOOG-AT-MDL-007311336 | Confidential | Email (May 20, 2016) From: N. Ricossa To: S. Sheffer Subject: Re: Small Staff Meeting notes: May 20, 2016 |
| 326 | 2016-06-16 | SNAP_00004039 | SNAP_00004089 | Highly Confidential | Slide Deck - Revenue Product Update |
| 327 | 2016-06-16 | AMZNDJ0132442 | AMZNDJ0132465 | Confidential | Email (June 16, 2016) From: M. Dolan To: T. Craycroft CC: J. Luce Subject: Executive Briefs - Cannes Attach: Amazon Executive Meeting Briefing Document |
| 328 | 2016-06-20 | GOOG-DOJ-05222694 | GOOG-DOJ-05222698 | Highly Confidential | Email (June 20, 2016) From: D. Graham To: PBS Commerce and Search CC: B. Romero, V. Goel, E. Boonefaes, et al. Subject: Search, Commerce and Apps Weekly Report - June 17 |
| 329 | 2016-06-25 | GOOG-AT-MDL-009342992 | GOOG-AT-MDL-009342996 | Confidential | Email (June 25, 2016) From: D. Alegre To: E. Lipkovitz CC: S. Ramaswamy Subject: Re: DFP First Look Beta new Milestone - \$200m ARR |
| 330 | 2016-06-27 | GOOG-DOJ-04630300 | GOOG-DOJ-04630301 | Highly Confidential | Email (June 27, 2016) From: D. Alegre To: K. Gil CC: Google leads, A. Burger, B. Dowd, M. Nelson Subject: Re: Google Leads agenda 6/27/2016 |
| 331 | 2016-07-00 | GOOG-DOJ-AT-02645470 | GOOG-DOJ-AT-02645485 | Highly Confidential | Google Slide Deck (July 2016) - Display PnL |
| 332 | 2016-07-14 | GOOG-DOJ-07610915 | GOOG-DOJ-07610933 | Highly Confidential | Google Slide Deck - Smart Display Campaigns*: Media Review |
| 333 | 2016-08-00 | GOOG-DOJ-11770230 | GOOG-DOJ-11770243 | Highly Confidential | Comms Doc: Header Bidding - Work In Progress |
| 334 | 2016-08-00 | GOOG-DOJ-13208074 | GOOG-DOJ-13208074 | Highly Confidential | AdX Dynamic Revshare v2 Launch Plan |
| 335 | 2016-08-00 | GOOG-DOJ-13208800 | GOOG-DOJ-13208802 | Highly Confidential | Including Third-Party Threshold in the Revealed Reserve Prices to AdX buyers |
| 336 | 2016-08-06 | GOOG-DOJ-13205869 | GOOG-DOJ-13205872 | Highly Confidential | The Future of DRS + RPO |
| 337 | 2016-08-23 | GOOG-DOJ-32016910 | GOOG-DOJ-32016912 | Confidential | Email (Aug. 23, 2016) From: P. Bjorke To: T. Maurer CC: J. Bellack, Y. Wang, J. Shanmugasundaram, M. McNally, J. Gray, A. Amini, O. Zee, R. Khan, B. Bender, W. Kim, M. Loubser, C. LaSala Subject: Re: AwBid expansion -- notes on discussion |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
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| 338 | 2016-08-24 | CENSUS-ADS-0000273284 | CENSUS-ADS-0000273378 | Highly Confidential | Award Contract (Aug. 24, 2016) Issued by: Bureau of Census Contractor: Young & Rubicam Inc. |
| 339 | 2016-08-29 | GOOG-DOJ-12946953 | GOOG-DOJ-12947276 | Highly Confidential | DVAA - 2017 Strategy Book |
| 340 | 2016-08-29 | NEWSCORP-DOJCID-00031851 | NEWSCORP-DOJCID-00031851 | Confidential | Email (Aug. 29, 2016) From: D. Minkin To: K. Breen Subject: Fwd: Dow Jones Media Group SCR Attach: Dow Jones SCR 08.29.16 to Send |
| 341 | 2016-09-06 | GOOG-DOJ-15799670 | GOOG-DOJ-15799673 | Highly Confidential | Google Slide Deck - DRS v2 |
| 342 | 2016-09-06 | GOOG-DOJ-10634461 | GOOG-DOJ-10634472 | Highly Confidential | Email (Sep. 6, 2016) From: J. Bellack To: P. Muret Subject: Re: Header bidding wrapper |
| 343 | 2016-09-20 | GOOG-DOJ-14156104 | GOOG-DOJ-14156107 | Highly Confidential | Abrantes-Metz Ex. 13 (with handwritten notes) Email (Sep. 20, 2016) From: N. Korula To: T. Maurer CC: W. Kim, M. Loubser, M. Lin, A. Aggarwal Subject: Re: EDA- how valuable is it to us? |
| 344 | 2016-09-23 | GOOG-AT-MDL-009839146 | GOOG-AT-MDL-009839152 | Confidential | Multiple calls and non-second price auctions: detection and management |
| 345 | 2016-09-23 | GOOG-DOJ-AT-02471119 | GOOG-DOJ-AT-02471125 | Highly Confidential | Multiple calls and non-second price auctions: detection and management |
| 346 | 2016-10-00 | GOOG-DOJ-13402499 | GOOG-DOJ-13402525 | Highly Confidential | Google Slide Deck (Oct. 2016) - Forbes SSR Audit |
| 347 | 2016-10-12 | OPENX-00003576 | OPENX-00003638 | Highly Confidential | Slide Deck - How OpenX Becomes Indispensable to Demand Partners |
| 348 | 2017-10-17 | GOOG-DOJ-11834957 | GOOG-DOJ-11834983 | Highly Confidential | Google Slide Deck - GDN Inventory Narrative |
| 349 | 2016-10-26 | GOOG-DOJ-09552066 | GOOG-DOJ-09552084 | Highly Confidential | Google Slide Deck - Display Landscape: Evolution of Online Advertising |
| 350 | 2016-10-26 | GOOG-DOJ-07817326 | GOOG-DOJ-07817328 | Highly Confidential | Email (Oct. 26, 2016) From: R. Khan To: P. Shodjai CC: B. Bender Subject: Re: Flag -- Jedi++ VP review on Thursday, will have buy-side implications |
| 351 | 2016-10-28 | GOOG-DOJ-03950741 | GOOG-DOJ-03950743 | Highly Confidential | Email (Oct. 28, 2016) From: A. Akutsu To: Project Rey Subject: Project Rey OKR update, Q3 |
| 352 | 2016-10-30 | MSFT-LIT-0000072291 | MSFT-LIT-0000072296 | Highly Confidential - AEO | AppNexus - TTD Partnership |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
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| 353 | 2016-11-00 | GOOG-DOJ-09463398 | GOOG-DOJ-09463414 | Highly Confidential | Google Slide Deck (Nov. 2016) - Facebook Partnership: Ads & Measurement Engagement |
| 354 | 2016-11-00 | NEWSCORP-DOJCID-00032159 | NEWSCORP-DOJCID-00032185 | Confidential | Google Slide Deck (Nov. 2016) - Dow Jones Programmatic Training |
| 355 | 2016-11-10 | NEWSCORP-DOJCID-00032156 | NEWSCORP-DOJCID-00032158 | Confidential | Email (Nov. 10, 2016) From: M. Wang-Faulkner To: D. Minkin Cc: S. Shah, L. Lehman, A. Aranson Attach: Dow Jones Media Group Programmatic Training Q4 2016 |
| 356 | 2016-11-11 | GOOG-DOJ-03446189 | GOOG-DOJ-03446229 | Highly Confidential | Google Slide Deck: Competitive Analysis: Facebook Update (Fall '16) |
| 357 | 2016-11-18 | GOOG-AT-MDL-009644150 | GOOG-AT-MDL-009644150 | Highly Confidential | Google Spreadsheet - Launch request - Remove DBM from AdX dynamic revshare |
| 358 | 2016-11-19 | MSFT-LIT-0000029001 | MSFT-LIT-0000029030 | Highly Confidential - AEO | Risks Related to Our Business and Industry |
| 359 | 2016-12-00 | COM-00035830 | COM-00035858 | Confidential | Slide Deck (Dec. 2016) - Comcast 2017 JBP Update |
| 360 | 2016-12-00 | CRI-00000104 | CRI-00000147 | Confidential | Slide Deck - Strategic Guidelines |
| 361 | 2016-12-00 | N/A | N/A | Publicly available | iab., Real Time Bidding (RTB) Project: OpenRTB API Specification Version 2.5 |
| 362 | 2016-12-00 | NEWSCORP-DOJCID-00000865 | NEWSCORP-DOJCID-00000879 | Confidential | DFP Flow Chart (December 2016) |
| 363 | 2016-12-00 | OPENX-00001147 | OPENX-00001158 | Highly Confidential | Slide Deck (Dec. 2016) - Valuation Benchmarking |
| 364 | 2016-12-02 | GOOG-AT-MDL-004061053 | GOOG-AT-MDL-004061057 | Confidential | Email (Dec. 2, 2016) From: launch To: M. Loubser CC: launchlog Subject: OVERDUE LAUNCH - Please update [Launch 174699] Optimied Programmatic Competition Small Business Publishers |
| 365 | 2016-12-07 | FBDOJGOOG_00813706 | FBDOJGOOG_00813706 | Highly Confidential | Email (Dec. 7, 2016) From: I. Ismailov To: F. Pignataro, C. Hahn, L. Watson, H. Crum Subject: Bidding Strategy Deck v2 |
| 366 | 2016-12-08 | GOOG-DOJ-15207227 | GOOG-DOJ-15207229 | Highly Confidential | Email (Dec. 8, 2016) From: launch@google.com To: E. Lipkovitz CC: launchlog@google.com Subject: [Launch 177847] Reduce AdX Dynamic Revshare Holdback to 5% |
| 367 | 2016-12-12 | N/A | N/A | Publicly available | Archived OpenX web page (Dec. 12, 2016): Selling rules |
| 368 | 2017-00 00 | GOOG-AT-MDL-009440238 | GOOG-AT-MDL-009440287 | Confidential | Advertiser Perceptions Slide Deck (2016) - DSP Report, Wave 3: Part of the Programmatic Intelligence Report Portfolio |
| 369 | 2017-00-00 | GOOG-AT-MDL-008927854 | GOOG-AT-MDL-008927854 | Highly Confidential | 2017 Forecast P&L |
| 370 | 2017-00-00 | GOOG-DOJ-03893236 | GOOG-DOJ-03893237 | Highly Confidential | For Ending 2017 Strategy Summits: FB Synthesis |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
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| 371 | 2017-00-00 | GOOG-DOJ-05526944 | GOOG-DOJ-05526952 | Highly Confidential | Programmatic Big Bet 2017 Product and Business Strategy |
| 372 | 2017-00-00 | GOOG-DOJ-12848608 | GOOG-DOJ-12848633 | Highly Confidential | Google Slide Deck (2017) - Exchange Buying Dynamics: 2017 Quality & Formats Summit |
| 373 | 2017-00-00 | GOOG-DOJ-AT-01776681 | GOOG-DOJ-AT-01776750 | Highly Confidential | Google Slide Deck - DDM Cross-Device Seller's Handbook: 2017 |
| 374 | 2017-01-00 | CRITEO_GOOGLELIT_0000015400 | CRITEO_GOOGLELIT_000001543 | Highly Confidential | Criteo Direct Bidder: BD Training V1 |
| 375 | 2017-01-00 | GOOG-DOJ-15223226 | GOOG-DOJ-15223241 | Highly Confidential | Google Slide Deck (Jan. 2017) - Exchange Bidding |
| 376 | 2017-01-00 | GOOG-DOJ-AT-01027937 | GOOG-DOJ-AT-01027977 | Highly Confidential | Google Slide Deck (Jan. 2017) - Header Bidding Observatory #1 |
| 377 | 2017-01-00 | OPENX-00000611 | OPENX-00000630 | Highly Confidential | Slide Deck (Jan. 2017) - Company Meeting |
| 378 | 2017-01-03 | ARMY-ADS-0000245462 | ARMY-ADS-0000245462_134 | Confidential | Solicitation, Offer and Award Issued: Jan 3, 2017 Solicitation No. W9124D-16-R-0046 Issued by: Mission and Installation Contracting CMD |
| 379 | 2017-01-24 | MSFT-LIT-000072359 | MSFT-LIT-000072361 | Highly Confidential - AEO | Satya Outline |
| 380 | 2017-01-24 | AMZNDOJ0090733 | AMZNDOJ0090744 | Confidential | Email (Jan. 24, 2017) From: V. Adapala To: M. Battles, T. Craycroft, K. Leeder, A. Musku, L. Bitoun, G. Hotteindre CC: S. Massengale, S. Kaushik Subject: Re: Manaus Investment Doc Review Attach: Amazon Doc - Transparent Ad Marketplace for Small Business PR/FAQ |
| 381 | 2017-01-25 | N/A | N/A | Publicly available | Google Blog Post: S. Spencer, How we fought bad ads, sites and scammers in 2016 |
| 382 | 2017-01-27 | NEWSCORP-TXCID-00032263 | NEWSCORP-TXCID-00032272 | Highly Confidential | Email (Jan. 27, 2017) From: S. Layser To: L. Fulton CC: B. Shapior, J. Delvito, E. Ghriskey, K. Phan Subject: Re: New Year, New Revenue with DEFY Media |
| 383 | 2017-02-00 | GOOG-DOJ-AT-02645766 | GOOG-DOJ-AT-02645805 | Highly Confidential | Google Slide Deck (Feb. 2017) - Ads P&L - Turbo Allocation & Schema Overview |
| 384 | 2017-02-00 | OPENX-00011420 | OPENX-00011437 | Highly Confidential | Slide Deck (Feb. 2017) - Competitive Intelligence: Hub Corporate Strategy |
| 385 | 2017-02-02 | N/A | N/A | Publicly available | Alphabet Inc. Form 10-K for the fiscal year ended December 31, 2016 |
| 386 | 2017-02-03 | ADOBE - CID 30473 - 0000133805 | ADOBE - CID 30473 - 0000133805 | Confidential | Jan-Feb 2017 YoY Decline |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
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| 387 | 2017-02-16 | NEWSCORP-TXCID-00032353 | NEWSCORP-TXCID-00032359 | Confidential | Email (Feb. 16, 2017) From: D. Minkin To: L. Lehman CC: J. Shannon, M. Wang-Faulkner, S. Shah Subject: Re: Exchange Bidder |
| 388 | 2017-02-21 | GOOG-DOJ-06853638 | GOOG-DOJ-06853653 | Highly Confidential | Talk Track for Google Presentation |
| 389 | 2017-02-22 | GOOG-DOJ-13207875 | GOOG-DOJ-13207881 | Highly Confidential | AdX Dynamic Revshare v2: Launch Doc |
| 390 | 2017-02-23 | FBDOJ012983956 | FBDOJ012983957 | Highly Confidential | Fyber meeting |
| 391 | 2017-02-28 | GOOG-AT-MDL-003976677 | GOOG-AT-MDL-003976868 | Confidential | Google Slide Deck (Feb. 27, 2017) - DRX All-Hands |
| 392 | 2017-02-28 | GOOG-DOJ-11246060 | GOOG-DOJ-11246074 | Highly Confidential | Responding to the GDN/AdX Clickjacking Threat |
| 393 | 2017-02-28 | COM-00009502 | COM-00009504 | Confidential | Email (Feb. 28, 2017) From: R. Drucker To: J. Alleva, K. Bhatia, J. Burke, J. Cady, A. Radin, D. Vangeli, D. Thomas; D. Goldschmidt, B. Morrow Subject: NBCUniversal Open Exchange Summary January 2017 |
| 394 | 2017-03-00 | GOOG-AT-MDL-006609824 | GOOG-AT-MDL-006609880 | Confidential | Google Slide Deck (March 2017) - PBS Competitive Intelligence: Criteo |
| 395 | 2017-03-00 | GOOG-DOJ-09475820 | GOOG-DOJ-09475915 | Highly Confidential | Google Slide Deck (March 2017) - Pricing Discussion Deck |
| 396 | 2017-03-00 | GOOG-DOJ-11357824 | GOOG-DOJ-11357852 | Highly Confidential | Google Slide Deck (March 2017) - Proving the value of our exchange business |
| 397 | 2017-03-00 | OMC-GOOG-00003086 | OMC-GOOG-00003110 | Confidential | Programmatic Landscape: Supply (March 2017) |
| 398 | 2017-03-09 | GOOG-AT-MDL-008930754 | GOOG-AT-MDL-008930766 | Confidential | Accounting Summary: ASC 606 Adoption: DBM Principal vs. Agent Summary |
| 399 | 2017-03-10 | GOOG-DOJ-03648463 | GOOG-DOJ-03648511 | Highly Confidential | Google Slide Deck (Mar. 20, 2017) - GMS Project Espresso: UI Insights |
| 400 | 2017-03-12 | OMC-GOOG-00003084 | OMC-GOOG-00003110 | Confidential | Email (Mar. 12, 2017) From: D. Elddine To: Accuen US, J. Mitchell, W. Heins, S. Katelman, M. Pagliuca, P. Shepherd, G. Manas, B. Neblock Subject: Supply Landscape Attach: 20170311_Programmatic Landscape_Supply |
| 401 | 2017-03-23 | GOOG-AT-MDL-004039971 | GOOG-AT-MDL-004039971 | Highly Confidential | Google Spreadsheet - P&L Scenarios |
| 402 | 2017-03-25 | NEWSCORP-TXCID-00032605 | NEWSCORP-TXCID-00032606 | Highly Confidential | Email (Mar. 25, 2017) From: C. Guenther To: Y. Yen Subject: Re: Google vs AN |
| 403 | 2017-03-28 | GOOG-DOJ-06206871 | GOOG-DOJ-06206970 | Highly Confidential | Google Slide Deck (Mar. 28, 2017) - Ads P&L Review and Discussion |
| 404 | 2017-04-00 | NEWSCORP-DOJCID-00026134 | NEWSCORP-DOJCID-00026146 | Confidential | Project Cinderella Analysis - April 2017 |
| 405 | 2017-04-03 | GOOG-DOJ-13208758 | GOOG-DOJ-13208759 | Highly Confidential | Enhanced Dynamic Allocation Overview |
| 406 | 2017-04-03 | GOOG-DOJ-AT-00493191 | GOOG-DOJ-AT-00493264 | Highly Confidential | Google Slide Deck (Apr. 3, 2017) - OPG Competition Training |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
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| 407 | 2017-04-05 | GOOG-DOJ-14024199 | GOOG-DOJ-14024203 | Highly Confidential | Google Slide Deck (Apr. 5, 2017) - Exchange Bidding "Last Look" leak |
| 408 | 2017-04-11 | GOOG-DOJ-14398809 | GOOG-DOJ-14398811 | Highly Confidential | Email (Apr. 11, 2017) From: launch To: display-adsquality-launch-notify CC: launchlog Subject: [Launch 187971] Project Poirot |
| 409 | 2017-04-19 | GOOG-AT-MDL-003465605 | GOOG-AT-MDL-003465605 | Highly Confidential | Google Spreadsheet - Display Ads Quality Launches 2016 - Revenue |
| 410 | 2017-04-20 | GOOG-AT-MDL-016893367 | GOOG-AT-MDL-016893369 | Confidential | Email (Apr. 12, 2017) From: launch To: P. Muret CC: launchlog Subject: [Launch 188115] Raneur: Query Filter |
| 411 | 2017-04-20 | GOOG-AT-MDL-011876367 | GOOG-AT-MDL-011876369 | Confidential | Email (Apr. 20, 2017) From: launch To: S. Silver CC: launchlog Subject: UPCOMING LAUNCH - Please review: [Launch 160674] Partizan: Expand clickjacking protections using ad opacity signals |
| 412 | 2017-04-21 | GOOG-DOJ-15208416 | GOOG-DOJ-15208418 | Highly Confidential | Email (Apr. 21, 2017) From: launch To: E. Lipkovitz CC: launchlog Subject: [Launch 188932] More aggressive treatment for mediation publishers |
| 413 | 2017-04-25 | GOOG-DOJ-13627809 | GOOG-DOJ-13627818 | Highly Confidential | Project Poirot Design Document |
| 414 | 2017-04-25 | GOOG-DOJ-10806862 | GOOG-DOJ-10806871 | Highly Confidential | Project Poirot Design Document |
| 415 | 2017-04-25 | GOOG-DOJ-15669202 | GOOG-DOJ-15669204 | Highly Confidential | Email (Apr. 25, 2017) From: P. Bjorke To: S. Sundaresan, Y. Wang, S. Spencer Subject: Fwd: PubMatic Video |
| 416 | 2017-04-27 | GOOG-AT-MDL-002468416 | GOOG-AT-MDL-002468422 | Confidential | Google Slide Deck (Apr. 26, 2017) - More Aggressive Treatment for Multiple Calls |
| 417 | 2017-05-00 | GOOG-AT-MDL-003658620 | GOOG-AT-MDL-003658628 | Highly Confidential | Google Slide Deck (May 2017) - New Smart Bidding Strategy: Maximize Conversions |
| 418 | 2017-05-00 | GOOG-AT-MDL-004021793 | GOOG-AT-MDL-004021807 | Confidential | Google Slide Deck (May 2017) - Display P&L |
| 419 | 2017-05-00 | GOOG-AT-MDL-004110095 | GOOG-AT-MDL-004110112 | Confidential | Google Slide Deck (May 2017) - Display P&L |
| 420 | 2017-05-00 | GOOG-DOJ-04445741 | GOOG-DOJ-0444806 | Highly Confidential | Google Slide Deck (May 2017) - Header Bidding Observatory #2 |
| 421 | 2017-05-00 | GOOG-DOJ-05487941 | GOOG-DOJ-05487957 | Highly Confidential | Google Slide Deck (May 2017) - Jedi Performance Metrics |
| 422 | 2017-05-02 | MSFT-LIT-0000005297 | MSFT-LIT-0000005297 | Highly Confidential - AEO | Slide Deck - AppNexus Summit |
| 423 | 2017-05-03 | GOOG-DOJ-11839161 | GOOG-DOJ-11839162 | Highly Confidential | Amazon Compete Project |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
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| 424 | 2017-05-04 | GOOG-AT-MDL-007375273 | GOOG-AT-MDL-007375273 | Confidential | Abrantes-Metz Ex. 22 (with handwritten notes) DRS and RPO interaction in Simulation |
| 425 | 2017-05-04 | GOOG-AT-MDL-007375273 | GOOG-AT-MDL-007375273 | Confidential | DRS and RPO interaction in Simulation |
| 426 | 2017-05-04 | GOOG-DOJ-12025827 | GOOG-DOJ-12025838 | Highly Confidential | Email (May 4, 2017) From: D. Bhatnagar To: N. Seth Subject: Re: [Update] Project Poirot stats |
| 427 | 2017-05-05 | GOOG-TEX-00222976 | GOOG-TEX-00222976 | Highly Confidential | Email (May 5, 2017) From: D. Taylor To: B. Bender Subject: Re: ROI of FB v. GDN |
| 428 | 2017-05-09 | GOOG-DOJ-30112917 | GOOG-DOJ-30112924 | Confidential | Project Jordan: Overall Project Summary |
| 429 | 2017-05-09 | N/A | N/A | Publicly available | Brian O'Kelley, Passthrough Auctions: Rethinking Supply Path Optimization, BOKonAds (May 9, 2017) |
| 430 | 2017-05-09 | FBDOJ012357635 | FBDOJ012357646 | Confidential | Pub Solutions Engineering |
| 431 | 2017-05-11 | GOOG-DOJ-10466707 | GOOG-DOJ-10466715 | Highly Confidential | Email (May 11, 2017) From: B. Kraham To: S. Tassa CC: J. Spero, V. Angleigh, Spero-directs, M. DelRe, B. Pao, A. Gerthe Subject: Re: ACM discussion/ollow-ups from this morning |
| 432 | 2017-05-16 | GOOG-DOJ-AT-02326002 | GOOG-DOJ-AT-02326010 | Highly Confidential | [Comms Doc] - Native Express DRX Comms Doc |
| 433 | 2017-05-16 | GOOG-TEX-00049202 | GOOG-TEX-00049434 | Highly Confidential | Google Slide Deck (May 16, 2017) - 2017 EMEA User Group - Hamburg |
| 434 | 2017-05-17 | GOOG-DOJ-13557023 | GOOG-DOJ-13557023 | Highly Confidential | Spreadsheet - Poirot Stats 4-15-4-19 |
| 435 | 2017-05-18 | GOOG-DOJ-14579040 | GOOG-DOJ-14579070 | Highly Confidential | Google Slide Deck (May 18, 2017) - Competitive Analysis: Amazon Advertising 101 - Display |
| 436 | 2017-05-23 | N/A | N/A | Publicly available | Criteo Press Release (May 23, 2017): New Criteo Direct Bidder Delivers 20-40% Higher Publisher Revenue on Average from Criteo's Ad Buys |
| 437 | 2017-05-30 | GOOG-DOJ-10670767 | GOOG-DOJ-10670787 | Highly Confidential | Google Slide Deck (May 30, 2017) - Sell-side strategy update: Ads review |
| 438 | 2017-06-00 | GOOG-DOJ-AT-02096475 | GOOG-DOJ-AT-02096488 | Highly Confidential | Launch AdWords bidding (AWBid) on Appnexus inventory |
| 439 | 2017-06-02 | CENSUS-ADS-0000029308 | CENSUS-ADS-0000029521 | Confidential | 2020 Census Integrated Communications Plan: Version 1.0 |
| 440 | 2017-06-05 | GOOG-AT-MDL-018577285 | GOOG-AT-MDL-018577287 | Confidential | Ads Data Hub Synopsis |
| 441 | 2017-06-07 | GOOG-DOJ-10924698 | GOOG-DOJ-10924700 | Highly Confidential | Mini Comms Doc for DRX Sellside: GDN Buying Change for Multiple Calls |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
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| 442 | 2017-06-08 | GOOG-DOJ-15089735 | GOOG-DOJ-15089738 | Highly Confidential | Email (June 8, 2017) From: launch To: drx-experiment-approvers CC: launchlog Subject: [Launch 193573] Disable dynamic revenue sharing for RPO prices |
| 443 | 2017-06-12 | GOOG-DOJ-15781945 | GOOG-DOJ-15781946 | Highly Confidential | miniPRD - Signal parity between AdX and Jedi buyers |
| 444 | 2017-06-12 | GOOG-AT-MDL-B-001998287 | GOOG-AT-MDL-B-001998290 | Confidential | Email (June 12, 2017) From: SalesBullentin To: S. Temes Subject: Sam, You Have 4 Must Know Updates for Week of Jun 12 |
| 445 | 2017-06-19 | GOOG-DOJ-04427670 | GOOG-DOJ-04427673 | Highly Confidential | Adx+ other YM platform |
| 446 | 2017-06-21 | N/A | N/A | Publicly available | Archived OpenX web page: OpenX Bidder |
| 447 | 2017-06-27 | N/A | N/A | Publicly available | iab. Tech Lab, Ads.txt Specification Version 1.0 |
| 448 | 2017-06-30 | GOOG-DOJ-09875989 | GOOG-DOJ-09876015 | Highly Confidential | Google Slide Deck - Mediation and non-second price auction: Detection and treatment |
| 449 | 2017-07-00 | GOOG-TEX-00139438 | GOOG-TEX-00139474 | Highly Confidential | Google Slide Deck (July 2017) - Facebook Performance Overview |
| 450 | 2017-07-07 | GOOG-DOJ-07824949 | GOOG-DOJ-07824949 | Highly Confidential | Google Spreadsheet - Mapping 2013-17 launches to Quality |
| 451 | 2017-07-10 | GOOG-AT-MDL-003452662 | GOOG-AT-MDL-003452677 | Confidential | AWBid Type2 Fetch Brand Safety |
| 452 | 2017-07-10 | COM-00012801 | COM-00012842 | Confidential | Email (July 10, 2017) From: K. Bhatia To: M. Reidy, M. Rosen CC: A. Radin Subject: RE: Advertising Sales (7.10.17) |
| 453 | 2017-07-12 | GOOG-DOJ-15368479 | GOOG-DOJ-15368585 | Highly Confidential | Google Slide Deck (July 12, 2017) - DoubleClick Product Summit: BuzzFeed |
| 454 | 2017-07-13 | GOOG-DOJ-03729158 | GOOG-DOJ-03729160 | Highly Confidential | Email (July 13, 2017) From: P. BJORKE To: Ad Spam Decision Making Group, adspam-exec, et al. Subject: [Launched] Final version of ads.txt v1 announced by IAB Tech Lab! |
| 455 | 2017-07-21 | GOOG-DOJ-04651533 | GOOG-DOJ-04651534 | Highly Confidential | Email (July 21, 2017) From: K. Sone To: V. Vaish CC: Ad Formats Data Tea, ads-ui-eng, P. Fogla, S. Fornatla, Automated Creatives Subject: Re: Tech Talk on Marilyn: Automatically Generating Ads Data via Machine Learning |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
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| 456 | 2017-07-24 | GOOG-DOJ-05270417 | GOOG-DOJ-05270417 | Highly Confidential | Email (July 24, 2017) From: N. Jayaram To: B. Rabii, B. Bender CC: A. Amini, T. Maurer, T. Lipus, O. Zee Subject: Metrics post Poirot launch |
| 457 | 2017-07-25 | GOOG-DOJ-14161619 | GOOG-DOJ-14161621 | Highly Confidential | Email (July 25, 2017) From: K. Weisberg To: undisclosed-recipients BCC: M. Loubser Subject: [Notes] Indirect Commercialization 7/25 |
| 458 | 2017-07-27 | GOOG-DOJ-13466538 | GOOG-DOJ-13466543 | Highly Confidential | Launch Doc: Enable Mobius targeting for GDN buyers to AdX publishers |
| 459 | 2017-07-27 | FBDOJGOOG_01271999 | FBDOJGOOG_01272003 | Confidential | MoPub Partnership |
| 460 | 2016-11-10 | NEWSCORP-TXCID-00031595 | NEWSCORP-TXCID-00031624 | Confidential | Email: (Nov. 10, 2016) From: M. Wang-Faulkner To: D. Minkin cc: S. Shah, L. Lehman re: Questions for training today Attach: Dow Jones Media Group Programmatic Training |
| 461 | 2017-08-00 | GOOG-DOJ-04593738 | GOOG-DOJ-04593891 | Highly Confidential | Google Slide Deck (Aug. 2017) - DVAA PM Strategy Offsite |
| 462 | 2017-08-00 | GOOG-DOJ-07692538 | GOOG-DOJ-07692540 | Highly Confidential | Marilyn Impact |
| 463 | 2017-08-00 | GOOG-DOJ-13952875 | GOOG-DOJ-13952884 | Highly Confidential | Google Slide Deck (Aug. 2017) - Sell-side Competitive Review: Facebook and Amazon |
| 464 | 2017-08-00 | GOOG-DOJ-28420945 | GOOG-DOJ-28420991 | Confidential | Google Slide Deck (Aug. 2017) - Facebook Quarterly Business Overview - Q2'17 |
| 465 | 2017-08-00 | N/A | N/A | Publicly available | iab. White Paper: "The Components of Ad Tech An Essential Overview" |
| 466 | 2017-08-16 | GOOG-AT-MDL-010782179 | GOOG-AT-MDL-010782181 | Highly Confidential | Email (Aug. 16, 2017) From: M. Bergmann To: J. Woodlee CC: K. Hux, I. Nikfar, C. Hall, J. Bellack, S. Cox, D. Taylor, et al. Re: Cadreon (IPG) Signs Agency Direct DoubleClick AdExchange Deal |
| 467 | 2017-08-18 | N/A | N/A | Publicly available | Facebook Business Post (Aug. 18, 2017): A New Way to Buy In-Stream Video Ads on Facebook and Audience Network |
| 468 | 2017-08-20 | GOOG-DOJ-07825115 | GOOG-DOJ-07825117 | Highly Confidential | Email (Aug. 20, 2017) From: N. Jayaram To: E. Lipkovitz CC: D. Bhatnagar, V. Thomas, O. Zee, E. Schoenfeld, et al. Subject: Re: Poirot to launch 6/19 |
| 469 | 2017-08-21 | GOOG-DOJ-06860368 | GOOG-DOJ-06860383 | Highly Confidential | Welcome Doc - Sell-side |
| 470 | 2017-08-30 | GOOG-AT-MDL-B-001644231 | GOOG-AT-MDL-B-001644241 | Highly Confidential | Launch Doc: Delay Rendering On Hiding Pages (AdSense +Adx) |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
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| 471 | 2017-09-00 | GOOG-AT-MDL-001056062 | GOOG-AT-MDL-001056064 | Confidential | DVAA P&L Primer |
| 472 | 2017-09-00 | GOOG-AT-MDL-009766729 | GOOG-AT-MDL-009766748 | Highly Confidential | Google Slide Deck (Sep. 2017) - AWBid Evaluation |
| 473 | 2017-09-00 | OPENX-00000565 | OPENX-00000610 | Highly Confidential | Slide Deck (Sep. 2017) - Board Meeting |
| 474 | 2017-09-08 | GOOG-DOJ-10638445 | GOOG-DOJ-10638447 | Highly Confidential | Email (Sep. 8, 2017) From: launch To: P. Muret CC: launchlog Subject: [Launch 202424] Ads.txt negative enforcement on AdX and AdSense accounts |
| 475 | 2017-09-10 | GOOG-DOJ-14422334 | GOOG-DOJ-14422339 | Highly Confidential | Tdrs Prediction Producer Design & Implementation |
| 476 | 2017-09-18 | GOOG-DOJ-12508049 | GOOG-DOJ-12508069 | Highly Confidential | Google Slide Deck (Sep. 18, 2017) - Long-term strategy to address ad fraud |
| 477 | 2017-09-19 | N/A | N/A | Publicly available | Brian O'Kelley, Ending Ad Fraud: A Distributed and Punitive Approach, BOKonAds (Sep. 19, 2017) |
| 478 | 2017-09-19 | GOOG-DOJ-04735025 | GOOG-DOJ-04735028 | Highly Confidential | Email (Sep. 19, 2017) From: D. Coleman To: J. Bellack CC: C. Belmont, D. Taylor, S. Temes, C. LaSala, M. Conroy, P. Shodjai, T. Maurer Subject: Re: Recommended Content Inventory/Taboola |
| 479 | 2017-09-21 | N/A | N/A | Publicly available | Google Marketing Platform Blog Post (Sep. 21, 2017): P. Shodjai, Working with the industry towards a fraud-free media supply chain |
| 480 | 2017-10-00 | GOOG-DOJ-15123582 | GOOG-DOJ-15123587 | Highly Confidential | PRD: Unified Pricing Rules |
| 481 | 2017-10-06 | METAGOOG00041092 | METAGOOG00041099 | Highly Confidential | Workplace Blog Post (Oct. 6, 2017): J. Jung, State of Bidding Expectations: Quick Note on Pre-Launch Survey |
| 482 | 2017-10-25 | GOOG-DOJ-14663359 | GOOG-DOJ-14663361 | Highly Confidential | Platform 2.0 message |
| 483 | 2017-00-00 | GOOG-DOJ-11021165 | GOOG-DOJ-11021216 | Highly Confidential | Email (Oct. 26, 2017) From: B. Pierce To: APAC Display Community - Executive Committee Subject: Fwd: DSP Advertiser Perception Report - US Attach: Slide Deck - DSP Report, Wave 3, Part of the Programmatic Intelligence Report Portfolio |
| 484 | 2017-10-30 | GOOG-DOJ-04446010 | GOOG-DOJ-04446059 | Highly Confidential | Google Slide Deck (Oct. 30, 2017) - Ads.txt enforcement launch: DRX, DBM, CAQ & Video Leads reviews |
| 485 | 2017-11-00 | GOOG-AT-MDL-001262137 | GOOG-AT-MDL-001262177 | Confidential | Google Slide Deck (Nov. 2017) - thinkpublishing - Building for Beyond |
| 486 | 2017-11-00 | GOOG-DOJ-07802579 | GOOG-DOJ-07802620 | Highly Confidential | Google Slide Deck (Nov. 2017) - LCS/Platforms Go-to-Market: GDN operating model |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
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| 487 | 2017-11-04 | GOOG-TEX-00106259 | GOOG-TEX-00106262 | Highly Confidential | Email (Nov. 4, 2017) From: J. Giles To: E. Lipkowitz CC: J. Bellack, P. Shodjai, C. LaSala, S. Cox, S. Blackburn, A. Amini, Parna Pappu, B. Rabii, B. Bender, P. Muret, S. Sheffer, S. Temes Subject: Re: Rubicon margins |
| 488 | 2017-11-06 | GOOG-DOJ-06885161 | GOOG-DOJ-06885170 | Highly Confidential | DoubleClick for publishers comms doc |
| 489 | 2017-11-06 | GOOG-DOJ-05273999 | GOOG-DOJ-05274004 | Highly Confidential | Email (Nov. 6, 2017) From: P. Shodjai To: S. Temes, T. Maurer CC: E. Lipkowitz, J. Bellack, A. Amini, A. Pappu, B. Rabii, B. Bender, C. LaSala, J. Giles, P. Muret, S. Cox, S. Sheffer, S. Blackburn Subject: Re: Rubicon margins |
| 490 | 2017-11-13 | GOOG-DOJ-27792007 | GOOG-DOJ-27792031 | Confidential | Google Slide Deck (Nov. 13, 2017) - FAN DFP & AdMob (Jedi 4 Networks) Opportunity |
| 491 | 2017-11-13 | NAVY-ADS-0000136373 | NAVY-ADS-0000136376 | Highly Confidential | Email (Nov. 13, 2017) From: A. Owens To: D. Bouve CC: J. Bird Subject: Ad Tech Attach: smime |
| 492 | 2017-11-14 | GOOG-DOJ-13212948 | GOOG-DOJ-13212949 | Highly Confidential | RPO Exemption Policy V2 Launch Doc |
| 493 | 2017-11-14 | NAVY-ADS-0000103897 | NAVY-ADS-0000103900 | Highly Confidential | Email (Nov. 14, 2017) From: S. Muoio To: D. Bouve CC: A. Owens, K. Dowling Subject: AdSense |
| 494 | 2017-11-20 | GOOG-DOJ-06223832 | GOOG-DOJ-06223856 | Highly Confidential | Google Slide Deck (Nov. 2017) - Competitive Analysis: Advertiser Case Examples: FB vs. Google |
| 495 | 2017-11-21 | OPENX-00000968 | OPENX-00001003 | Highly Confidential | Slide Deck (Nov. 21, 2017) - Project Neil: Follow-Up Call Product Focus |
| 496 | 2017-11-28 | GOOG-DOJ-14545469 | GOOG-DOJ-14545473 | Highly Confidential | Email (Nov. 28, 2017) From: P. Bjorke To: S. Cox, S. Madhavapeddi, G. Levitte Subject: Fwd: [Launched] Cutting out counterfeit inventory: Ads.txt enforcement launched across all products |
| 497 | 2017-11-30 | N/A | N/A | Publicly available | Google Marketing Platform Blog Post (Nov. 30, 2017): P. Bjorke, Preventing unauthorized inventory |
| 498 | 2017-12-00 | FBDOJ012234908 | FBDOJ012234926 | Confidential | Optimizing Direct Response Campaigns across Facebook, Instagram & Audience Network |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
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| 499 | 2017-12-00 | GOOG-DOJ-09480352 | GOOG-DOJ-09480392 | Highly Confidential | Google Slide Deck (Dec. 2017) - 2018 Business Plan |
| 500 | 2017-12-00 | GOOG-DOJ-27712490 | GOOG-DOJ-27712512 | Confidential | Google Slide Deck (Dec. 2017) - eBay/Google: eBay Sandwich and Project Yavin |
| 501 | 2017-12-00 | OPENX-00000720 | OPENX-00000756 | Highly Confidential | Slide Deck (Dec. 2017) - Board Meeting |
| 502 | 2017-12-01 | GOOG-DOJ-AT-02477321 | GOOG-DOJ-AT-02477324 | Highly Confidential | Deduplication of GDN/DBM self-pricing bids in adx Auction |
| 503 | 2017-12-07 | GOOG-DOJ-14743595 | GOOG-DOJ-14743595 | Highly Confidential | Email (Dec. 7, 2017) From: M. Hopkins To: G. Levitte, H. Garon, M. Lin, M. Loubser, R. Ren, A. Radha, R. Srinivasan Subject: TDRS Launch Candidate |
| 504 | 2017-12-08 | AMZNDOJ0159229 | AMZNDOJ0159233 | Confidential | Email (Dec. 8, 2017) From: M.Battles To: A. Musku CC: K. Leeder, T. Craycroft Subject: Re: APS-3PPD Update - November 2017 |
| 505 | 2017-12-11 | GOOG-DOJ-10254419 | GOOG-DOJ-10254420 | Highly Confidential | Email (Dec. 11, 2017) From: T. Maurer To: E. Levin CC: D. Bakulin, D. Bhatnagar, Ca. Verhoofstad, J. Nussbaum, K. Pregibon, S. Jumar, M. Benedict Subject: Re: Greater transparency & choice in auction dynamics |
| 506 | 2017-12-19 | GOOG-AT-MDL-001262306 | GOOG-AT-MDL-001262308 | Confidential | Email (Dec. 19, 2017) From: S. Sheffer To: opg-global Subject: OPG 2018 Annual Plan |
| 507 | 2017-12-19 | GOOG-AT-MDL-001044361 | GOOG-AT-MDL-001044365 | Confidential | Email (Dec. 19, 2017) From: C. Cockin To: C. Barthelet-Mini CC: S. Syed, N. Sajous, S. Aung, J. Washing, C. Maddalena, N. Feder Subject: Re: Outbrain/Taboola and Native |
| 508 | 2018-00-00 | ADOBE – CID 30473 – 0000002525 | ADOBE – CID 30473 – 0000002525 | Confidential | Spreadsheet - DOJ Report |
| 509 | 2018-00-00 | N/A | N/A | Publicly available | Criteo Slide Deck: Global Commerce Review United States, Q1 2018 |
| 510 | 2018-00-00 | GOOG-AT-MDL-008928775 | GOOG-AT-MDL-008928775 | Highly Confidential | 2018 Google Ads P&L |
| 511 | 2018-00-00 | GOOG-AT-MDL-009555706 | GOOG-AT-MDL-009555783 | Confidential | Slide Deck - Advertiser Perceptions (Wave 4 2018): Analysis for DoubleClick Bid Manager |
| 512 | 2018-00-00 | GOOG-AT-MDL-009643893 | GOOG-AT-MDL-009643893 | Highly Confidential | Google Spreadsheet - P&L forecasts |
| 513 | 2018-00-00 | GOOG-DOJ-04387378 | GOOG-DOJ-04387408 | Highly Confidential | Google Slide Deck (Q1 2018) - Header Bidding Observatory #3 |
| 514 | 2018-00-00 | GOOG-DOJ-12076647 | GOOG-DOJ-12076668 | Highly Confidential | Google Slide Deck (Q2 2018) - Project Hoover: for multiple call apps |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
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| 515 | 2018-00-00 | GOOG-DOJ-AT-02642831 | GOOG-DOJ-AT-02642831 | Highly Confidential | DVAA P&L 2018 Forecast |
| 516 | 2018-00-00 | GOOG-TEX-00038418 | GOOG-TEX-00038436 | Highly Confidential | Google Slide Deck - Simplementation in 2018: Display & Programmatic |
| 517 | 2018-00-00 | OPENX-00001018 | OPENX-00001049 | Highly Confidential | Slide Deck - Neil-OpenX Discussion |
| 518 | 2018-00-00 | OPENX-00001016 | OPENX-00001017 | Highly Confidential | 2018-2020 Long Range Plan and Synergy Assumptions |
| 519 | 2018-00-00 | GOOG-DOJ-04442323 | GOOG-DOJ-04442372 | Highly Confidential | Google Slide Deck (2018) - Sellside Monetization and Search Distribution OBR |
| 520 | 2018-00-00 | TTD_DOJ-GOOG23-0000472 | TTD_D0J-G00G23-0000487 | Highly Confidential - AEO | Programmatic Private Marketplace Training |
| 521 | 2018-01-00 | GOOG-DOJ-13619370 | GOOG-DOJ-13619376 | Highly Confidential | Summary of Poirot with Bid Buckets |
| 522 | 2018-01-03 | OPENX-00000682 | OPENX-00000719 | Highly Confidential | Slide Deck - The Operating Playbook |
| 523 | 2018-01-03 | TTD_0059398 | TTD_0059414 | Confidential | Email (Jan. 3, 2018) From: J. Chamberlain To: R. Greenholtz, M. Morte CC: J. Patterson, J. Dederick Subject: RE: Follow Up Attach: DWA_MSA_NS_12 28 2017 |
| 524 | 2018-01-05 | GOOG-AT-MDL-014736719 | GOOG-AT-MDL-014736724 | Confidential | Email (Jan. 5, 2018) From: A. Verma To: F. Sze Subject: Re: [EPX] Meeting Agenda For Thursday, December 7 - (1) conScore (2) LinkedIn |
| 525 | 2018-01-10 | GOOG-DOJ-13579782 | GOOG-DOJ-13579784 | Highly Confidential | Email (Jan. 10, 2018) From: launch To: T. Maurer Cc: launchlog Subject: OVERDUE LAUNCH - Please Update: [Launch 215784] Poirot: Bid bucket surplus model |
| 526 | 2018-01-15 | N/A | N/A | Publicly available | Mediavine Blog Post (Jan. 15, 2018): Eric Hochberger, What is Header Bidding? |
| 527 | 2018-01-16 | GOOG-DOJ-12634156 | GOOG-DOJ-12634207 | Highly Confidential | Google Slide Deck - Amazon Overview |
| 528 | 2018-01-22 | N/A | N/A | Publicly available | Vox Blog Post (Jan. 22, 2018): Winston Hearn, Why ads keep redirecting you to scammy sites and what we're doing about it |
| 529 | 2018-01-25 | GOOG-DOJ-12508183 | GOOG-DOJ-12508195 | Highly Confidential | Google Slide Deck (Jan. 25, 2018) - DVAA P&L Allocations! |
| 530 | 2018-01-25 | NEWSCORP-TXCID-00033603 | NEWSCORP-TXCID-00033606 | Highly Confidential | Email (Jan. 25, 2018) From: A. Simpson To: S. Layser Subject: Re: News Corp Native Perspective |
| 531 | 2018-01-26 | N/A | N/A | Publicly available | Letter from the United States Securities and Exchange Commission to Alphabet Inc., "Re: Alphabet, Inc. Form 10-Q for the Quarterly Period Ended September 30, 2017, Filed October 27, 2017, File No. 001-37580 |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
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| 532 | 2018-02-00 | GOOG-AT-MDL-B-003876609 | GOOG-AT-MDL-B-003876648 | Highly Confidential | Google Slide Deck - Chefbot/Kovter Summary - AdSpam edition |
| 533 | 2018-02-05 | N/A | N/A | Publicly available | Alphabet Inc. Form 10-K for the fiscal year ended December 31, 2017 |
| 534 | 2018-02-12 | GOOG-DOJ-13469175 | GOOG-DOJ-13469184 | Highly Confidential | Bernanke experiment analysis |
| 535 | 2018-02-15 | N/A | N/A | Publicly available | OpenX Press Release (Feb. 15, 2018): Google & OpenX Release Study Showing Publisher Partners Experience 48% Revenue Lift Through Google Exchange Bidding Collaboration |
| 536 | 2018-02-23 | GOOG-DOJ-10261066 | GOOG-DOJ-10261071 | Highly Confidential | Email (Feb. 23, 2018) From: N. Jayaram To: A. Amini CC: D. Maymudes, V. Rao, M. Stepin, T. Maurer, D. Bhatnagar, P. Shodjai, T. Lipus Subject: Re: Rubicon: Buyer PMP auction dynamic adjustments |
| 537 | 2018-02-28 | MSFT-LIT-0000072452 | MSFT-LIT-0000072452 | Highly Confidential - AEO | Slide Deck - AppNexus Overview |
| 538 | 2018-03-00 | OPENX-00000281 | OPENX-00000300 | Highly Confidential | Slide Deck (March 2018) - Board Meeting |
| 539 | 2018-03-01 | MSFT-LIT-0000029686 | MSFT-LIT-0000029760 | Highly Confidential - AEO | Slide Deck - AppNexus Programmable Platform (APP) |
| 540 | 2018-03-02 | GOOG-AT-MDL-B-001741479 | GOOG-AT-MDL-B-001741491 | Confidential | Email (March 2, 2018) From: S. Sundaresan To: D. Wang, H. Xia, S. Swan, D. Mitby, B. Guiro, R. Elmquist, J. Greenberg Subject: Fwd: [FYI] Singular report: Google #1 on Android, #2 on IOS Attach: Google_2017 Q4 Industry Overview |
| 541 | 2018-03-14 | N/A | N/A | Publicly available | Google Blog Post (Mar. 14, 2018): S. Spencer, An advertising ecosystem that works for everyone |
| 542 | 2018-03-19 | GOOG-AT-MDL-003977297 | GOOG-AT-MDL-003977506 | Highly Confidential | Google Slide Deck (Mar. 2018) - Buyside Deep Dive |
| 543 | 2018-03-23 | GOOG-DOJ-04937154 | GOOG-DOJ-04937164 | Highly Confidential | Optimized pricing in the Open Auction Comms |
| 544 | 2018-03-26 | GOOG-DOJ-05276941 | GOOG-DOJ-05276959 | Highly Confidential | 2018 Spring Perf: Tobias Maurer |
| 545 | 2018-03-26 | GOOG-DOJ-06229841 | GOOG-DOJ-06229841 | Highly Confidential | AwBid & GDN Escalation |
| 546 | 2018-03-27 | GOOG-AT-MDL-001970990 | GOOG-AT-MDL-001971005 | Highly Confidential | [Comms Doc] - ads.txt - IAB Industry Standard (Google Internal Version) |
| 547 | 2018-03-27 | GOOG-AT-MDL-008663708 | GOOG-AT-MDL-008663734 | Confidential | Performance Part 1 |
| 548 | 2018-04-04 | N/A | N/A | Publicly available | Google Ad Manager Blog Post (Apr. 4, 2018): J. Bellack, Exchange Bidding now available to all customers using DoubleClick for Publishers |
| 549 | 2018-04-05 | GOOG-DOJ-10519181 | GOOG-DOJ-10519302 | Confidential | Google Slide Deck (Apr. 5, 2018) - AdWords Display Overview |
| 550 | 2018-04-11 | GOOG-AT-MDL-012701069 | GOOG-AT-MDL-012701144 | Highly Confidential | AdX Dynamic Price Meeting Notes (Apr. 11, 2018) |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
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| 551 | 2018-04-12 | CENSUS-ADS-0000475977 | CENSUS-ADS-0000476018 | Highly Confidential | Email (Apr. 12, 2018) From: L. Velez To: C. Taylor, N. Evangeliste, K. Glascoe, V. Hyer CC: J. Cole Subject: Re: Social Media for Recruitment efforts Attach: Award - YA1323-16-CO-0003 CR 008_Y&R Fully Executed |
| 552 | 2018-04-18 | USPS-ADS-0000416614 | USPS-ADS-0000416619 | Highly Confidential | Email (Apr. 18, 2018) From: W. Luo To: B. Pasco, F. Corcoran, S. Starr, C. Winters CC: L. Catucci, L. Ernst, A. Della, M. White Subject: RE: Lead Gen/CM Budgets Attach: Lead Gen - Content Marketing Budgets - Campaign Breakout - 4.18 |
| 553 | 2018-04-24 | AMZNDJ0000225 | AMZNDJ0000233 | Confidential | US Self-Service Advertising Goal Based Objectives Benchmark |
| 554 | 2018-04-25 | N/A | N/A | Publicly available | Criteo Press Release (Apr. 25, 2018): Criteo Direct Bidder Reaches Widespread Adoption as Publishers Embrace Header Bidding Technology to Maximize Revenues |
| 555 | 2018-04-30 | GOOG-AT-MDL-B-004577166 | GOOG-AT-MDL-B-004577251 | Confidential | Email (Apr. 30, 2018) From: D. Steinberger To: A. Shellhammer Cc: K. Mannion, Y. Gupta, G. Bender, B. Leung Subject: Re: SSP Report update Attach: Google Slide Deck - Advertiser Perceptions (Wave 1 2018) SSP Report |
| 556 | 2018-05-00 | GOOG-DOJ-09731684 | GOOG-DOJ-09731706 | Highly Confidential | Google Slide Deck (May 2018) - DVAA P&Ls: Pre-Read |
| 557 | 2018-05-02 | GOOG-DOJ-05277571 | GOOG-DOJ-05277571 | Highly Confidential | Google Spreadsheet - Display Ads Quality Launches 2017 |
| 558 | 2018-05-03 | GOOG-DOJ-12078507 | GOOG-DOJ-12078512 | Highly Confidential | AdMob by Google - Ad Content Filtering as a UI control |
| 559 | 2018-05-09 | GOOG-DOJ-04736246 | GOOG-DOJ-04736248 | Highly Confidential | Demand Elasticity on AdX web publishers |
| 560 | 2018-05-16 | COM-00062160 | COM-00062161 | Confidential | Email (May 16, 2018) From: P. Intermaggio To: K. Kozlowski, L. Pickles, S. Rajagopal, R. Kluxen Subject: Media Principles |
| 561 | 2018-05-20 | GOOG-DOJ-14524624 | GOOG-DOJ-14524627 | Highly Confidential | Email (May 20, 2018) From: launch To: E. Lipkovitz CC: launchlog Subject: UPCOMING LAUNCH - Please review: [Launch 247521] Enable Poirot on private auctions and sensitive advertisers |
| 562 | 2018-05-29 | GOOG-DOJ-03331721 | GOOG-DOJ-03331727 | Highly Confidential | PStaff Meeting - 5/29/18: DVIP 2019 and beyond |
| 563 | 2018-06-00 | GOOG-AT-MDL-010164118 | GOOG-AT-MDL-010164153 | Confidential | Google Slide Deck (June 2018) - Project Yavin deal Pre-brief |
| 564 | 2018-06-00 | GOOG-DOJ-15279606 | GOOG-DOJ-15279669 | Highly Confidential | Google Slide Deck (June 2018) - Automation + Display Ad Formats |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
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| 565 | 2018-06-05 | GOOG-DOJ-11916795 | GOOG-DOJ-11916797 | Highly Confidential | v5 2018 Ads P&L |
| 566 | 2018-06-14 | GOOG-DOJ-04602586 | GOOG-DOJ-04602643 | Highly Confidential | Google Slide Deck (June 14, 2018) - Welcome to the Universals Strategy Summit |
| 567 | 2018-06-14 | GOOG-DOJ-12570257 | GOOG-DOJ-12570266 | Highly Confidential | Google Ads & Data Privacy: Sales Comms |
| 568 | 2018-06-20 | GOOG-DOJ-32034896 | GOOG-DOJ-32034898 | Confidential | Email (June 20, 2018) From: A. Pappu To: N. Wolf CC: J. Bellack, J. Giles, S. Hsiao, T. Taylor, Bellack Leads, Aparna-directs, C. LaSala, P. Shodjai Subject: Re: Your Ad Tech Tax Is Amazon's Opportunity |
| 569 | 2018-06-21 | GOOG-DOJ-12947505 | GOOG-DOJ-12947508 | Highly Confidential | Email (June 21, 2018) From: M. Lin To: T. Lipus CC: N. Jayaram, N. Korula, J. Giles, M. Pal, P. Shodjai, J. Bellack, A. Pappu, T. Maurer, A. Amini Subject: Re: good read: self competition of DBm on Jedi (care of M. Lin) |
| 570 | 2018-06-22 | GOOG-AT-MDL-006598184 | GOOG-AT-MDL-006598285 | Confidential | Email (June 22, 2018) From: K. Kendall To: MCM US Office Depot Paid Search CC: office_depot Subject: [office depot] Google Office Hours 6.21.18 Attach: Office Depot Office Hours; Shopping Campaigns, Office Depot - Weekly Dashboard; Google Beta Cards |
| 571 | 2018-06-27 | GOOG-DOJ-11862779 | GOOG-DOJ-11862809 | Highly Confidential | Google Slide Deck (June 27, 2018) - Google Display Network Leadership Summit |
| 572 | 2018-06-27 | N/A | N/A | Publicly available | Google Ads & Commerce Blog Post (June 27, 2018): J. Bellack, Introducing Google Ad Manager, Google Ad Manager |
| 573 | 2018-06-29 | GOOG-DOJ-09007148 | GOOG-DOJ-09007150 | Highly Confidential | Email (June 29, 2018) From: S. Kochhar To: K. Spalding CC: boost-eng, Search Ads PMs, J. Dischler, S. Venkataraman, et al. Subject: Smart campaigns launch in the U.S. |
| 574 | 2018-07-00 | GOOG-DOJ-15279859 | GOOG-DOJ-15279868 | Highly Confidential | DBM & Google Display Ads - Sales Positioning |
| 575 | 2018-07-06 | CENSUS-ADS-0000724090 | CENSUS-ADS-0000724113 | Confidential | 2020 Census Integrated Communications Contract: Acquisition Plan |
| 576 | 2018-07-18 | GOOG-AT-MDL-019230547 | GOOG-AT-MDL-019230574 | Confidential | Google Slide Deck (July 18, 2018) - Alphabet Inc. 2018 audit scope discussion |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
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| 577 | 2018-07-23 | GOOG-DOJ-04749633 | GOOG-DOJ-04749636 | Highly Confidential | Email (July 23, 2018) From: A. Dijk To: D. Taylor Subject: [Marketing Times] Smart Campaigns, Innovative Measurement, Diverse Small Businesses |
| 578 | 2018-07-25 | GOOG-DOJ-03998505 | GOOG-DOJ-03998508 | Highly Confidential | PRD: Unified IP auction and Pricing |
| 579 | 2018-08-00 | GOOG-AT-MDL-004326981 | GOOG-AT-MDL-004327016 | Highly Confidential | Google Slide Deck (Aug. 2018) - DVAA P&L 101 |
| 580 | 2018-08-00 | GOOG-AT-MDL-010707637 | GOOG-AT-MDL-010707726 | Confidential | Advertiser Perceptions Slide Deck (Aug. 2018) - Google Q2 2018 Syntesis Report: Analysis of findings from multiple AP studies |
| 581 | 2018-08-00 | GOOG-DOJ-12059682 | GOOG-DOJ-12059687 | Highly Confidential | Poirot v2.0 |
| 582 | 2018-08-00 | GOOG-DOJ-14047059 | GOOG-DOJ-14047148 | Highly Confidential | Advertiser Perceptions Slide Deck (Aug. 2018) - Google Q2 2018 Synthesis Report |
| 583 | 2016-08-00 | GOOG-DOJ-15704289 | GOOG-DOJ-15704291 | Highly Confidential | Ad Spam Mission and Goals (2018 edition) |
| 584 | 2018-08-01 | GOOG-DOJ-03899307 | GOOG-DOJ-03899325 | Highly Confidential | Google Slide Deck - Eliminate Counterfeit Inventory: \Project Hudson |
| 585 | 2018-08-01 | NAVY-ADS-0000335396 | NAVY-ADS-0000335398 | Confidential | Email (Aug. 1, 2018) From: M. Boren To: M. Sandra, A. Ownes, M. Rivera Subject: RE: Field Support |
| 586 | 2018-08-07 | GOOG-DOJ-07799709 | GOOG-DOJ-07799711 | Highly Confidential | Email (Aug. 7, 2018) From: B. Stewart To: C. LaSala CC: S. Sheffer, G. Kronstadt, A. Donovan Subject: Re: [Deal_review] [GPX] Meeting Agenda for Aug 7, 2018: (1)1 Demiroren Internet (2) Digital Media Services |
| 587 | 2018-08-08 | GOOG-AT-MDL-008957388 | GOOG-AT-MDL-008957389 | Highly Confidential | Email (Aug. 8, 2018) From: R. Srinivasan To: N. Korula, M. Lin Subject: Fwd: Follow-up re: Exchange Bidding Financials |
| 588 | 2018-08-14 | GOOG-DOJ-15264552 | GOOG-DOJ-15264554 | Highly Confidential | Email (Aug. 14, 2018) From: launch To: J. Bigler CC: launchlog Subject: [Launch 258064] Project Marple |
| 589 | 2018-08-21 | GOOG-DOJ-13596560 | GOOG-DOJ-13596562 | Highly Confidential | Email (Aug. 21, 2018) From: launch To: T. Maurer CC: launchlog Subject: [Launch 259738] Project Poirot with auction type signal |
| 590 | 2018-08-28 | GOOG-DOJ-06875572 | GOOG-DOJ-06875611 | Confidential | Google Slide Deck - PRD/Strat review: Network health |
| 591 | 2018-09-00 | GOOG-AT-MDL-012877140 | GOOG-AT-MDL-012877236 | Highly Confidential | Advertiser Perceptions Slide Deck - SSP Report: Wave 2 Attach: Excel Spreadsheets |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
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| 592 | 2018-09-00 | GOOG-AT-MDL-B-001605032 | GOOG-AT-MDL-B-001605033 | Highly Confidential | CARE Query Throttler |
| 593 | 2018-09-00 | GOOG-DOJ-10570181 | GOOG-DOJ-10570231 | Highly Confidential | Google Slide Deck (Sep. 2018) - 2019 Product Priorities |
| 594 | 2018-09-00 | GOOG-DOJ-11247542 | GOOG-DOJ-11247581 | Highly Confidential | Ad Spam/PubQual Metrics Highlights |
| 595 | 2018-09-00 | GOOG-DOJ-14298405 | GOOG-DOJ-14298428 | Highly Confidential | Google Slide Deck (Summer 2018) - Competitive Analysis: Project Anaconda: Strategy Perspective on Amazon |
| 596 | 2018-09-04 | GOOG-DOJ-14291883 | GOOG-DOJ-14291917 | Highly Confidential | Google Slide Deck (Sep. 4-5, 2018) - Ad Spam 2019+ Strategy Summit |
| 597 | 2018-09-05 | N/A | N/A | Publicly available | Amazon Blog Post (Sep. 5, 2018): Amazon Advertising: Announcing a single unified brand |
| 598 | 2018-09-05 | GOOG-DOJ-10924864 | GOOG-DOJ-10924881 | Highly Confidential | Google Slide Deck (Sep. 5, 2018) - 2018 AWBid Review: AWBid/GTrade teams |
| 599 | 2018-09-06 | GOOG-AT-MDL-009644238 | GOOG-AT-MDL-009644238 | Highly Confidential | Google Spreadsheet - Launch request - Remove DBM from AdX dynamic revshare |
| 600 | 2018-09-06 | GOOG-DOJ-15743853 | GOOG-DOJ-15743853 | Highly Confidential | Email (Sep. 6, 2018) From: C. Loth To: Ac-eng-launch Subject: [Afc-eng-launch] Launched ariane 259738 (medium impact) |
| 601 | 2018-09-10 | GOOG-DOJ-09712720 | GOOG-DOJ-09712871 | Highly Confidential | DVAA 2019 Strategy Book (Version 1) |
| 602 | 2018-09-10 | GOOG-DOJ-AT-02512863 | GOOG-DOJ-AT-02512871 | Highly Confidential | Poirot for AWBid Design Doc |
| 603 | 2018-09-12 | GOOG-DOJ-15151724 | GOOG-DOJ-15151728 | Highly Confidential | Authorized Buyers Experiment Proposals |
| 604 | 2018-09-12 | NAVY-ADS-0000349092 | NAVY-ADS-0000349094 | Highly Confidential | Email (Sep. 12, 2018) From: S. Muoio To: C. Aimestillman CC: N. Cullum, D. Stewart-Curry Subject: [Non-DoD Source] RE: TO # N00189-18-F-Z519 - modification needed |
| 605 | 2018-09-13 | GOOG-AT-MDL-001412832 | GOOG-AT-MDL-001412834 | Confidential | Advanced Poirot with TensorFlow |
| 606 | 2018-09-17 | AMZNDOJ0023642 | AMZNDOJ0023648 | Confidential | Email (Sep. 17, 2018) From: V. Adapala To: K. Leeder, B. Howard CC: aps-managed-web Subject: Re: PBRs in New York WO August 27th |
| 607 | 2018-09-18 | GOOG-DOJ-12408302 | GOOG-DOJ-12408302 | Highly Confidential | Google Spreadsheet - Copy of Remarketing Launches |
| 608 | 2018-09-20 | COM-00035829 | COM-00035829 | Confidential | Email (Sep. 20, 2018) From: D. Avalon To: K. Kozlowski Subject: JBP YoY spend structure Attach: 2017 JBP Update_12.2.16 Final |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
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| 609 | 2018-09-26 | GOOG-DOJ-11782962 | GOOG-DOJ-11782965 | Highly Confidential | Email (Sep. 26, 2018) From: J. Giles To: A. Sheth CC: A. Ralles, G. Bernston, K. Spoerer, C. Garcia-Herrero, et al. Subject: Re: Ultraprio - Increase the ALI for Turner |
| 610 | 2018-10-00 | AMZNDJ0000207 | AMZNDJ0000216 | Confidential | Continuous Ads Benchmarking |
| 611 | 2018-10-00 | GOOG-DOJ-03636089 | GOOG-DOJ-03636101 | Highly Confidential | Google Slide Deck (Oct. 2018) - Global Partnerships > LPS Global Summary Customer Satisfaction Survey 2018 |
| 612 | 2018-10-00 | GOOG-DOJ-11871133 | GOOG-DOJ-11871139 | Highly Confidential | Google Slide Deck (Oct. 2018) - Competitive Feature Survey |
| 613 | 2018-10-00 | GOOG-DOJ-15042589 | GOOG-DOJ-15042605 | Highly Confidential | Google Slide Deck (Oct. 2018) - Project Yavin (Ad Connector) Overview |
| 614 | 2018-10-03 | GOOG-DOJ-09163089 | GOOG-DOJ-09163141 | Highly Confidential | Google Slide Deck - Comcast Attendees |
| 615 | 2018-10-04 | GOOG-DOJ-05282625 | GOOG-DOJ-05282671 | Highly Confidential | Google Slide Deck - Bidding in adversarial auctions |
| 616 | 2018-10-05 | CENSUS-ADS-0000387420 | CENSUS-ADS-0000387490 | Highly Confidential | Integrated Communications Contract Revised Technical Proposal Media Planning and Buying (Version 2) |
| 617 | 2018-10-15 | GOOG-AT-MDL-009406295 | GOOG-AT-MDL-009406301 | Highly Confidential | Running Notes of Meetings with Reingold/Wavemaker re: Census |
| 618 | 2018-10-16 | GOOG-DOJ-12038253 | GOOG-DOJ-12038313 | Highly Confidential | Google Slide Deck - DV360, Third Party Exchanges, and Outcome-Based Buying |
| 619 | 2018-10-19 | N/A | N/A | Publicly available | Facebook Press Release (Oct. 19, 2018): Facebook Attribution: A Measurement Tool for Today's Digital Advertising Landscape |
| 620 | 2018-10-23 | N/A | N/A | Publicly available | Google Security Blog Post (Oct. 23, 2018): P. Bjorke, Google tackles new ad fraud scheme |
| 621 | 2018-10-25 | GOOG-DOJ-AT-00587215 | GOOG-DOJ-AT-00587216 | Highly Confidential | Email (Oct. 25, 2018) From: J. Glogvsky To: S. Balasubramanian CC: C. Verite, C. Bogush, M. Lemonedes, S. Rothstein, K. Mowbray, J. Ordonez, L. Hayes, S. Heroy, K. Dzenis, N. Korula, M. Hopkins Subject: Re: Summary of Optimized Competition Experiments for NYT |
| 622 | 2018-10-29 | NEWSCORP-DOJCID-00000393 | NEWSCORP-DOJCID-00000432 | Confidential | Slide Deck - Competition Issues In Digital Advertising and Online News |
| 623 | 2018-10-31 | GOOG-DOJ-26774631 | GOOG-DOJ-26774635 | Confidential | Google tackles new fraud scheme |
| 624 | 2018-11-00 | N/A | N/A | Publicly available | Google and White Ops White Paper (Nov. 2018): The Hunt for 3ve: Taking down a major ad fraud operation through industry collaboration |
| 625 | 2018-11-01 | NAVY-ADS-0000315296 | NAVY-ADS-0000315374 | Confidential | Email (Nov. 1, 2018) From: A. Lacroce To: J. O'sullivan Subject: Navy Advertising Contract Attach: N00189-15-z024 |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
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| 626 | 2018-11-02 | USAF-ADS-0000416385 | USAF-ADS-0000416420 | Highly Confidential | Solicitation, Offer, and Award Contract Contract Number: FA300218D0008 Issued By: FA7115 SAF AQC |
| 627 | 2018-11-05 | GOOG-DOJ-05283173 | GOOG-DOJ-05283188 | Highly Confidential | Google Slide Deck - Poirot with auction type signal |
| 628 | 2018-11-05 | GOOG-DOJ-AT-00901467 | GOOG-DOJ-AT-00901537 | Highly Confidential | Google Slide Deck (Nov. 5, 2018) - Competitive Strategy Update: Apps Immersion |
| 629 | 2018-11-05 | CENSUS-ADS-0000709936 | CENSUS-ADS-0000709991 | Confidential | PPT Slide Deck (Nov. 5, 2018) Order 15: Media Strategy 2020 Census Integrated Communications Contract |
| 630 | 2018-11-09 | CMS-ADS-0000181785 | CMS-ADS-0000181786 | Highly Confidential | Email (Nov. 9, 2018) From: C. Chung To: I. Camacho, C. Koepke CC: N. Sanzo, K. Kojcsich, A. Jaffee, et al. Subject: Re: Weekly Open Enrollment Reporting Call |
| 631 | 2018-11-09 | CMS-ADS-0000191004 | CMS-ADS-0000191005 | Highly Confidential | Email (Nov. 9, 2018) From: C. Koepke To: C. Chung, I. Camacho CC: N. Sanzo, K. Kojcsich, A. Jaffee, et al. Subject: RE: Weekly Open Enrollment Reporting Call |
| 632 | 2018-11-14 | CMS-ADS-0000183318 | CMS-ADS-0000183320 | Highly Confidential | Email (Nov. 14, 2018) From: C. Koepke To: J. Monroe, K. Ceballos, N. Black, et al. Subject: RE: Outreach |
| 633 | 2018-11-20 | GOOG-DOJ-13480672 | GOOG-DOJ-13480676 | Highly Confidential | Google Slide Deck (Nov. 20, 2018) - PRD/Strat Review: Indirect Yield Groups Discussion |
| 634 | 2018-11-21 | CENSUS-ADS-0000075450 | CENSUS-ADS-000007549 | Highly Confidential | Order Form (Nov. 21, 2018) Issued by: Bureau of Census, Acquisition Division Contractor: Young & Rubicam Inc. |
| 635 | 2018-11-27 | N/A | N/A | Publicly available | Google Security Blog Post (Nov. 27, 2018): P. BJORKE, Industry collaboration leads to takedown of the "3ve" ad fraud operation |
| 636 | 2018-11-27 | GOOG-DOJ-14933656 | GOOG-DOJ-14933665 | Highly Confidential | Email (Nov. 27, 2018) From: P. BJORKE To: B. Hunter CC: L. Leykin, A. McPhillips, J. Buchan, S. Spencer, S. Blackburn Subject: Re: Announcement now live: Major Ad Fraud Operation Dismantled by White Ops, Google, other |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
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| 637 | 2018-11-28 | GOOG-DOJ-AT-00159976 | GOOG-DOJ-AT-00159990 | Highly Confidential | Email (Nov. 28, 2018) From: F. Bustamante To: M. Ubl CC: A. Pappu Subject: Re: Introductions Attach: mobicom-amp, Publication entitled AMP up your mobile web experience: Characterizing the impact of Google's Accelerated Mobile Project |
| 638 | 2018-11-29 | GOOG-AT-MDL-009644236 | GOOG-AT-MDL-009644236 | Highly Confidential | Google Spreadsheet - Awbid/Project Poirot |
| 639 | 2018-12-00 | GOOG-AT-MDL-004541782 | GOOG-AT-MDL-004541807 | Confidential | Google Slide Deck (Dec. 2018) - OPG Tier 1 2019 Plan |
| 640 | 2018-12-12 | FBDOJ002554564 | FBDOJ002554566 | Confidential | Email (Dec. 12, 2018) From: Y. Arnstein To: Ads Leadership Team CC: M. Cubeta, E. Diana, H. Crum, G. Reakes, A. Musil, A. Mertner, M. Protti BCC: Y. Arnstein Subject: Planned Comms related to the Google & Audience Network bidding deal - Confidential until Dec. 14 |
| 641 | 2018-12-13 | FBDOJ012957554 | FBDOJ012957560 | Confidential | End-to-end Audience Network Bidding Strategy and Global Dynamic Margin |
| 642 | 2018-12-13 | METAGOOG00003284 | METAGOOG00003290 | Highly Confidential | End-to-End Audience Network Bidding Strategy and Global Dynamic Margin Overview |
| 643 | 2018-12-14 | GOOG-DOJ-AT-00825747 | GOOG-DOJ-AT-00825831 | Highly Confidential | Email (Dec. 14, 2018) From: M. Martinez To: APMG Subject: Fwd: [Amg] Fwd: Google Q4 Synthesis Report follow up Attach: Google Q4 Synthesis Final |
| 644 | 2018-12-17 | GOOG-DOJ-07285073 | GOOG-DOJ-07285242 | Highly Confidential | Google Slide Deck - Google Display + Video Ads & Analytics |
| 645 | 2019-00-00 | GOOG-AT-MDL-013235497 | GOOG-AT-MDL-013235561 | Highly Confidential | Advertiser Perceptions Slide Deck - DSP Report, Wave 6: Part of the Programmatic Intelligence Report Portfolio |
| 646 | 2019-00-00 | EQUATIV-000000459 | EQUATIV-000000459 | Highly Confidential | SmartAdserver Ratecard 2019 |
| 647 | 2019-00-00 | GOOG-AT-MDL-004168922 | GOOG-AT-MDL-004168985 | Highly Confidential | Advertiser Perceptions Slide Deck - SSP Report, Wave 4: Part of the Programmatic Intelligence Report Attach: Excel Spreadsheets |
| 648 | 2019-00-00 | GOOG-AT-MDL-008928776 | GOOG-AT-MDL-008928776 | Highly Confidential | Google Ads P&L 2019 |
| 649 | 2019-00-00 | GOOG-AT-MDL-010708075 | GOOG-AT-MDL-010708143 | Confidential | Advertiser Perceptions Slide Deck - SSP Report, Wave 3: Part of the Programmatic Intelligence Report Attach: Excel Spreadsheets |
| 650 | 2019-00-00 | GOOG-AT-MDL-B-002170827 | GOOG-AT-MDL-B-002170827 | Highly Confidential | 2019 Google Display Ads Objectives and Key Results Spreadsheet |
| 651 | 2019-00-00 | GOOG-DOJ-06241817 | GOOG-DOJ-06241820 | Highly Confidential | Search & Display Ads 2019 Strategic Planning - Ads Integrity |
| 652 | 2019-00-00 | GOOG-DOJ-28502334 | GOOG-DOJ-28502350 | Confidential | DVAA 2019 Plan |
| 653 | 2019-00-00 | K.H.C.G_002781 | K.H.C.G_002786 | Highly Confidential | 2019 Dr Pepper Planning Check-In |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
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| 654 | 2019-00-00 | FBDOJ012169959 | FBDOJ012169966 | Confidential | Brief: Joe Hinrichs, President of Automotive, Ford Motor |
| 655 | 2019-00-00 | NEWSCORP-DOJCID-00003014 | NEWSCORP-DOJCID-00003017 | Confidential | Deprioritizing Google Ad Exchange |
| 656 | 2019-01-00 | OPENX-00001645 | OPENX-00001676 | Highly Confidential | Slide Deck (Jan. 2019) - Budget Meeting Follow Us |
| 657 | 2019-01-02 | USPS-ADS-0000160337 | USPS-ADS-0000160416 | Highly Confidential | Email (Jan. 2, 2019) From: C. Karpenko To: J. Stako, S. Monteith CC: P. Mccollum, C. Mason, L. Briscoe bcc: sandra.r.latham@usps.gov Subject: email 3 of 3 examples of measuring Brand performance Attach: USPS Slide Deck (Nov. 2018) - USPS Marketing Mix Methodology & Results |
| 658 | 2019-01-03 | GOOG-DOJ-AT-00588455 | GOOG-DOJ-AT-00588456 | Highly Confidential | Email (Jan. 3, 2019) From: N. Korula To: R. Srinivasan Subject: Fwd: first price bidding impact |
| 659 | 2019-01-04 | GOOG-DOJ-13221355 | GOOG-DOJ-13221363 | Highly Confidential | Dynamic Revenue Sharing (DRS) V2 Proposal |
| 660 | 2019-01-10 | GOOG-DOJ-10924270 | GOOG-DOJ-10924338 | Highly Confidential | Google Side Deck (Jan. 10, 2019) - Changes to Ad Manager auction: DVAA Review |
| 661 | 2019-01-11 | GOOG-DOJ-AT-02640072 | GOOG-DOJ-AT-02640105 | Highly Confidential | Google Slide Deck (Jan. 11, 2019) - Changes to Ad Manager auction: ACM Review |
| 662 | 2019-01-11 | AMZNDOJ0107882 | AMZNDOJ0107889 | Confidential | Email (Jan. 11, 2019) From: P. Mehta To: K. Leeder, S. Siegler, V. Adapala, V. Picciafuoco, S. Kelath Subject: Insights from MLO doc. Attach: Amazon Doc - Machine Learning Optimization Team Charter |
| 663 | 2019-01-18 | GOOG-DOJ-11247631 | GOOG-DOJ-11247635 | Highly Confidential | Project Poirot Design Document |
| 664 | 2019-01-28 | GOOG-DOJ-03901903 | GOOG-DOJ-03901974 | Highly Confidential | Advertiser Perceptions Slide Deck - 2018 SSP Wave 2 for Google |
| 665 | 2019-01-29 | PUBMATIC_DOJ-00000132 | PUBMATIC_DOJ-00000203 | Highly Confidential | Slide Deck (Jan. 29, 2019) - Board Meeting |
| 666 | 2019-01-29 | NEWSCORP-DOJCID-00035124 | NEWSCORP-DOJCID-00035125 | Confidential | Email (Jan. 29, 2019) From: S. Layser To: K. Lauterbach, K. Lauterbach Attach: Performance Analytics for Prebid; Rubicon Project Prebid Statement |
| 667 | 2019-01-29 | NEWSCORP-DOJCID-00035124 | NEWSCORP-DOJCID-00035142 | Confidential | Email (Jan. 29, 2019) From: S. Layser To: K. Lauterbach, K. Lauterbach Attach: Performance Analytics for Prebid; Rubicon Project Prebid Statement |
| 668 | 2019-02-00 | GOOG-AT-MDL-B-000278059 | GOOG-AT-MDL-B-000278059 | Confidential | Introducing the newest member of the Smart Bidding family: Max Conversions for Display! - Launched February 2019 |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
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| 669 | 2019-02-00 | GOOG-AT-MDL-B-000278119 | GOOG-AT-MDL-B-000278129 | Confidential | Google Slide Deck (Feb. 2019) - Maximize Conversions bidding for Display |
| 670 | 2019-02-00 | GOOG-DOJ-14946271 | GOOG-DOJ-14946287 | Highly Confidential | Competitive Insights/Strategy Proposal |
| 671 | 2019-02-01 | AMZNDOJ0105658 | AMZNDOJ0105675 | Confidential | Email (Feb. 1, 2019) From: A. Chauhan To: M. Loritsch, P. Sen, H. Patel, R. Mayward, T. Elton, D. Kwan, K. Sharma, S. Dallaire, T. Craycroft, et al. Subject: Re: Verticals Autos QBR Attach: Amazon Doc - Amazon Advertising - Autos Vertical Review (Q4 2018 QBR) |
| 672 | 2019-02-04 | N/A | N/A | Publicly available | Alphabet Inc. Form 10-K for the fiscal year ended December 31, 2018 |
| 673 | 2019-02-11 | GOOG-AT-MDL-008664799 | GOOG-AT-MDL-008664802 | Confidential | Google Slide Deck (2019) - Display Smart Bidding: Maximize Conversions |
| 674 | 2019-02-11 | GOOG-DOJ-11726308 | GOOG-DOJ-11726359 | Highly Confidential | Google Slide Deck (Feb. 11, 2019) - DVAA Quality, Formats, O&O |
| 675 | 2019-02-15 | GOOG-AT-MDL-012695041 | GOOG-AT-MDL-012695043 | Highly Confidential | Google Ad Manger [Comms Doc] - GPT Delayed Rendering on Hidden Pages (mWeb) |
| 676 | 2019-02-15 | GOOG-DOJ-AT-02136779 | GOOG-DOJ-AT-02136779 | Highly Confidential | [External Comms] - Delay rendering on hiding pages on mobile device |
| 677 | 2019-02-18 | GOOG-AT-MDL-B-001282964 | GOOG-AT-MDL-B-001282968 | Highly Confidential | Email (Feb. 18, 2019) From: Sales Bulletin To: M. Shullman re: Mike, here are your updates for the week of Feb 18 |
| 678 | 2019-02-25 | GOOG-DOJ-AT-01901429 | GOOG-DOJ-AT-01901434 | Highly Confidential | George Levitte |
| 679 | 2019-03-00 | CRITEO_GOOGLELIT_0000000295 | CRITEO_GOOGLELIT_0000000311 | Highly Confidential | Slide Deck - Sponsorship Priority Training for BD's |
| 680 | 2019-03-00 | GOOG-DOJ-05326023 | GOOG-DOJ-05326026 | Highly Confidential | Comm Doc: Optimized Fixed Bidding in DV360 |
| 681 | 2019-03-00 | GOOG-DOJ-14550102 | GOOG-AT-MDL-009644238 | Highly Confidential | The Alchemist (AKA First Price Bernanke) |
| 682 | 2019-03-00 | OPENX-00001996 | OPENX-00002042 | Highly Confidential | Slide Deck (Mar. 2019) - Board Meeting |
| 683 | 2019-03-00 | N/A | N/A | Publicly available | iab. Tech Lab, Authorized Sellers for Apps (app-ads.txt), Final specification version 1.0 |
| 684 | 2019-03-04 | GOOG-DOJ-06525908 | GOOG-DOJ-06525934 | Highly Confidential | Google Slide Deck (Mar. 4, 2019) - Unified 1st Price Auction |
| 685 | 2019-03-04 | GOOG-DOJ-AT-00568160 | GOOG-DOJ-AT-00568160 | Highly Confidential | Email (Mar. 4, 2019) From: A. Amini To: N. Jayaram Subject: Fwd: Future of our margin on buy-side and sell-side |
| 686 | 2019-03-05 | N/A | N/A | Publicly available | Google Ad Manager Help (Mar. 05, 2019): Help me with Waterfall setup and understanding Passback Tags, |
| 687 | 2019-03-06 | N/A | N/A | Publicly available | Google Ads & Commerce Blog Post (Mar. 6, 2019): S. Cox, Simplifying programmatic: first price auctions for Google Ad Manager |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
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| 688 | 2019-03-07 | GOOG-DOJ-13494286 | GOOG-DOJ-13494294 | Highly Confidential | Abrantes-Metz Ex. 16 (with handwritten notes) Google Slide Deck - Last Look Advantage |
| 689 | 2019-03-07 | GOOG-DOJ-13494286 | GOOG-DOJ-13494294 | Highly Confidential | Google Slide Deck - Last Look Advantage |
| 690 | 2019-03-13 | USPS-ADS-0000183870 | USPS-ADS-0000183874 | Highly Confidential | Email (Mar. 13, 2019) From: B. Pasco To: M. Knopf, J. Krange-Strako, S. Monteith, C. Karpenko, et al. CC: J. Lang, V. Merline, R. Lee, Lisa Catucci Subject: RE: Flash POV: Google Ad Manager Switches to 1st Price Auction |
| 691 | 2019-03-13 | GOOG-AT-MDL-007044200 | GOOG-AT-MDL-007044201 | Confidential | Email (Mar. 13, 2019) From: S. Temes To: temes-all-auto Subject: Comms for Fwd: IAB finalized app-ads.txt specification |
| 692 | 2019-03-14 | N/A | N/A | Publicly available | Google Blog Post (Mar. 14, 2019): S. Spencer, Enabling a safe digital advertising ecosystem |
| 693 | 2019-03-22 | CMS-ADS-0000011906 | CMS-ADS-0000011974 | Highly Confidential | 2019 Technical Proposal from Weber Shandwick for Healthcare.gov |
| 694 | 2019-03-26 | GOOG-DOJ-AT-00748293 | GOOG-DOJ-AT-00748396 | Highly Confidential | Advertiser Perceptions Slide Deck - DSP Report, Wave 5: Part of the Programmatic Intelligence Report Portfolio |
| 695 | 2019-03-29 | GOOG-DOJ-11785945 | GOOG-DOJ-11785951 | Highly Confidential | Google Slide Deck (January 2018) - Google Display & Video Ads Market Share: Global GTM |
| 696 | 2019-04-00 | GOOG-AT-MDL-011687180 | GOOG-AT-MDL-011687184 | Confidential | Uniform Treatment for DFP Remnant and AdX under EDA |
| 697 | 2019-04-00 | GOOG-DOJ-03642148 | GOOG-DOJ-03642165 | Highly Confidential | Compete in 2019 White Paper: Actionable Insights for Empowering Global Sales Teams to Effectively Compete |
| 698 | 2019-04-00 | GOOG-DOJ-13228856 | GOOG-DOJ-13228860 | Highly Confidential | Uniform Treatment for DFP Remnant and AdX under EDA |
| 699 | 2019-04-00 | GOOG-DOJ-AT-02096796 | GOOG-DOJ-AT-02096800 | Highly Confidential | Uniform Treatment for DFP Remnant and AdX under EDA |
| 700 | 2019-04-04 | USAF-ADS-0000118210 | USAF-ADS-0000118211 | Highly Confidential | Email (Apr. 4, 2019) From: B. Zieman To: C. Ostrowski CC: P. Bryerton, B. Dickey, J. Kramer Subject: [Non-DoD Source] GSD&M Administrative Notification (Subcontractor Bankruptcy Filing) |
| 701 | 2019-04-18 | GOOG-DOJ-11697964 | GOOG-DOJ-11698043 | Highly Confidential | Google Slide Deck (Apr. 18, 2019) - The Unified Auction |
| 702 | 2019-04-22 | GOOG-DOJ-07781369 | GOOG-DOJ-07781371 | Highly Confidential | Email (Apr. 22, 2019) From: Morgan and Laura To: R. Srinivasan CC: S. Blackburn, N. Korula, J. Bigler, A. Shellhammer, et al. Subject: Re: UPR and FPA Positive Feedback from WaPo |
| 703 | 2019-04-25 | FBDOJ006139412 | FBDOJ006139424 | Confidential | Brief - The Economist |
| 704 | 2019-04-29 | N/A | N/A | Publicly available | Bing Ads Becomes MSFT Adv |
| 705 | 2019-05-00 | GOOG-DOJ-13501237 | GOOG-DOJ-13501279 | Highly Confidential | Google Slide Deck (May 2019) - Welcome to Exchange Partnerships Executive Conference 2019 |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
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| 706 | 2019-05-00 | GOOG-DOJ-AT-00832761 | GOOG-DOJ-AT-00832797 | Highly Confidential | Google Slide Deck (May 2019 update) - Display Performance Review & Action Plan |
| 707 | 2019-05-00 | NEWSCORP-DOJCID-00035550 | NEWSCORP-DOJCID-00035605 | Confidential | May 2019 Review of News Corp's Programmatic Advertising Opportunities |
| 708 | 2019-05-00 | NEWSCORP-DOJCID-00035151 | NEWSCORP-DOJCID-00035263 | Confidential | News Corp Unrule Yin Yand Product Roadmap (Mar. 2019) |
| 709 | 2019-05-00 | N/A | N/A | No designation | May 2019 Review of News Corp's Programmatic Advertising opportunities |
| 710 | 2019-05-01 | GOOG-DOJ-15128751 | GOOG-DOJ-15128753 | Highly Confidential | Ad Network Bigler Strat Notes |
| 711 | 2019-05-02 | N/A | N/A | Publicly available | Competition in Television and Digital Advertising (May 2, 2019): Transcript of Proceedings at the Public Workshop held by the Antitrust Division of the United States Department of Justice |
| 712 | 2019-05-07 | FBDOJ012408350 | FBDOJ012408377 | Confidential | Email (May 7, 2019) From: L. Malo To: T. Harris, T. O'Day, L. Malo Subject: Message summary Attach: Facebook Slide Deck: Web Analysis - H1 Marketplace Review |
| 713 | 2019-05-09 | GOOG-DOJ-05287436 | GOOG-DOJ-05287460 | Highly Confidential | Google Slide Deck - DVAAR: DV260 Profitability |
| 714 | 2019-05-10 | N/A | N/A | Publicly available | Google Blog Post (May 10, 2019): J. Bigler, An update on first price auctions for Google Ad Manager, Google Ad Manager, May 10, 2019 |
| 715 | 2019-05-13 | GOOG-DOJ-AT-00593475 | GOOG-DOJ-AT-00593478 | Highly Confidential | Pricing Rules |
| 716 | 2019-05-16 | NYSERDA0001121 | NYSERDA0001127 | No designation | NYSERDA - National Grid Co-Branded Clean Heating and Cooling 2019 Mid-Campaign Report (Delivered May 16, 2019) |
| 717 | 2019-05-17 | OMC-GOOG-00045175 | OMC-GOOG-00045282 | Confidential | Email (May 17, 2019) From: C. Johnson To: H. Chancey, et al. Subject: Programmatic Updates: Digital Center of Excellence Attach: Amazon Updates May; Google Updates May; Verizon Updates May; Amobee Updates May; TTD Updates May |
| 718 | 2019-05-22 | NEWSCORP-DOJCID-00000858 | NEWSCORP-DOJCID-00000860 | Confidential | Email (May 22, 2019) From: M. d'Halluin To: K. Dimitrios Subject: Fwd: DFP/AdX flowchart? Attach: DFP Flow Chart - Dec. 2016 v2 |
| 719 | 2019-05-22 | NEWSCORP-DOJCID-00035928 | NEWSCORP-DOJCID-00035931 | Confidential | Email: (May 22, 2019) From: M. d'Halluin To: D. Katsifis Re: Testing this Weekend |
| 720 | 2019-05-23 | GOOG-AT-MDL-B-004790212 | GOOG-AT-MDL-B-004790294 | Highly Confidential | Google Slide Deck - DV3 UX Review: Automated bidding insights |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
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| 721 | 2019-05-28 | OKELLEY000209 | OKELLEY000210 | Publicly available | Question for the Record from Senator Linsey O. Graham to Brian O'Kelley U.S. Senate Committee on the Judiciary Submitted on May 28, 2019 |
| 722 | 2019-06-00 | GOOG-DOJ-15714783 | GOOG-DOJ-15714866 | Highly Confidential | Google Slide Deck (June 2019) - Facebook + Instagram Tip Sheet |
| 723 | 2019-06-00 | GOOG-DOJ-AT-02199478 | GOOG-DOJ-AT-02199555 | Highly Confidential | Google Slide Deck (June 2019) - Ad Manager Ecosystem 101 |
| 724 | 2019-06-00 | N/A | N/A | Publicly available | Pubmatic Report: Understanding Supply Path Optimization: A Primer |
| 725 | 2019-06-04 | ADOBE - CID 30253 - 0000033366 | ADOBE - CID 30253 - 0000033370 | Confidential | Email (June 4, 2019) From: B. Seltzer To: G. Collison Subject: Fwd: Internal : Microsoft DSP Status - Leadership Update - w/0 6/3 |
| 726 | 2019-06-06 | GOOG-DOJ-12700273 | GOOG-DOJ-12700273 | Highly Confidential | Email (June 6, 2019) From: S. Gong To: T. Warkentin, N. Lucash, M. Vudali, J. Qu, P. Shodjai, et al. Subject: Follow-up & Ais: Display LeadGen Steering |
| 727 | 2019-06-06 | GOOG-DOJ-AT-00752651 | GOOG-DOJ-AT-00752653 | Highly Confidential | Email (June 6, 2019) From: S. Temes To: M. Forsythe Subject: Fwd: ACM Pre-reading - 2/15 |
| 728 | 2019-06-10 | GOOG-DOJ-10960660 | GOOG-DOJ-10960662 | Highly Confidential | Materials for Performance Leadership Offsite Pre-Read |
| 729 | 2019-06-10 | GOOG-DOJ-32261273 | GOOG-DOJ-32261298 | Confidential | Google Slide Deck - Poirot Review |
| 730 | 2019-06-10 | GOOG-DOJ-AT-00655825 | GOOG-DOJ-AT-00655843 | Highly Confidential | Google Slide Deck (June 10, 2019) - Unified Pricing Rules |
| 731 | 2019-06-10 | GOOG-DOJ-12948968 | GOOG-DOJ-12948969 | Confidential | Email (June 10, 2019) From: R. Srinivasan To: P. Shodjai, U. Okereke Subject: Fwd: 1st Price Changes |
| 732 | 2019-06-12 | ADOBE - CID 30473 - 0000111789 | ADOBE - CID 30473 - 0000111828 | Confidential | Slide Deck - Unilever Cloud: Adobe Capabilities & Media |
| 733 | 2019-06-12 | GOOG-DOJ-02845394 | GOOG-DOJ-02845418 | Highly Confidential | Google Slide Deck (June 12, 2019) - Accelerating Display: AMG offsite pre-read |
| 734 | 2019-06-12 | N/A | N/A | Publicly available | Pubmatic Blog Post (June 12, 2019): J. Linville, What You Need To Know About Supply Path Optimization (SPO) |
| 735 | 2019-06-13 | GOOG-TEX-00644439 | GOOG-TEX-006444447 | Highly Confidential | Email: (June 13, 2019) From: A. Shellhammer To: J Bradbury, K Weichmann, et al. Subject: Advertiser Perceptions SSP Wave 3 Results |
| 736 | 2019-06-14 | GOOG-DOJ-11790760 | GOOG-DOJ-11790814 | Highly Confidential | Google Slide Deck (June 14th, 2019) - Exchange Bidding Sell Side Update |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
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| 737 | 2019-06-14 | TTD_0021605 | TTD_0021616 | Confidential | Email (June 14, 2019) From: T. Sims To: M. Davenport, H. Shore, T. Lee, C. Patterson CC: V. Amin Subject: Auction Dynamics Analysis Attach: Omnicom Auction Slides |
| 738 | 2019-06-18 | GOOG-DOJ-15119015 | GOOG-DOJ-15119018 | Highly Confidential | Email (June 18, 2019) From: launch To: display-adsquality-launch-notify CC: launchlog Subject: [Launch 300192] Apps Bernanke for non-compliant publishers |
| 739 | 2019-06-25 | NHTSA-ADS-0000337070 | NHTSA-ADS-0000337119 | Highly Confidential | Email (June 25, 2019) From: G. Mason To: S. McMeen CC: E. Nilsson, G. Mason Subject: Media Overview Slides Attach: LaborDay_MediaWorkPlan-508; Media Overview Slides |
| 740 | 2019-07-00 | GOOG-AT-MDL-009748053 | GOOG-AT-MDL-009748067 | Highly Confidential | Google Slide Deck (July 2019) - Project Sushi: Ads P&L impact |
| 741 | 2019-07-06 | FBDOJ008428099 | FBDOJ008428110 | Confidential | Quick Hits Document |
| 742 | 2019-07-08 | FBDOJ006078986 | FBDOJ006078987 | Confidential | Brief - Daniel EK, CEO of Spotify |
| 743 | 2019-07-08 | FBDOJ006078940 | FBDOJ006078987 | Confidential | Email (July 8, 2019) From: R. Serafini To: M. Levine, S. Sandberg, A. McNicholas, A. Besmehn, at al. Subject: SV prep - Tech + Consumer Attach: Facebook Doc - Brief - Daniel Ek, CEO of Spotify |
| 744 | 2019-07-09 | GOOG-AT-MDL-007043716 | GOOG-AT-MDL-007043717 | Confidential | Email (July 9, 2018) From: P. BJORKE To: S. Spencer CC: N. Wolf, L. Shenkar, S. Cox, H. Garon, N. Korula, J. Bigler Subject: Re: SupplyChain and Sellers.json standards |
| 745 | 2019-07-11 | GOOG-DOJ-03637905 | GOOG-DOJ-03637905 | Highly Confidential | Google Spreadsheet - Ad Manager Media Under Management |
| 746 | 2019-07-11 | GOOG-DOJ-10664747 | GOOG-DOJ-10664747 | Highly Confidential | Google Spreadsheet - DFP Media Under Management 2019 |
| 747 | 2019-07-15 | GOOG-DOJ-15407321 | GOOG-DOJ-15407388 | Highly Confidential | Google Slide Deck - DV360 product and architecture |
| 748 | 2019-07-15 | GOOG-DOJ-AT-00571333 | GOOG-DOJ-AT-00571340 | Highly Confidential | Email (July 15, 2019) From: C. Verhoofstad To: A. Bangla CC: N. Jayaram, B. Besson, E. Maani Subject: Re: Google POV on Bid Shading |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
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| 749 | 2019-07-17 | MSFT-0000712982 | MSFT-0000712987 | Highly Confidential | Email (July 17, 2019) From: J. Gruber To: D. Plann, K. Sainsbury-Carter, J. Nienaber CC: D. Britain Subject: Outbrain, 3rd party demand/rtb and overview |
| 750 | 2019-07-19 | GOOG-DOJ-13226855 | GOOG-DOJ-13226855 | Highly Confidential | 2018 Sellside Launched Revenue Evaluation |
| 751 | 2019-07-19 | GOOG-DOJ-13949282 | GOOG-DOJ-13949282 | Highly Confidential | Google Spreadsheet - 2018 Sellside Launches Revenue Evaluation |
| 752 | 2019-07-31 | NHTSA-ADS-0000066901 | NHTSA-ADS-0000066904 | Confidential | Email (July 31, 2019) From: A. Albert To: G. Mason CC: S. McMeen, A. Travis, J. Guy, W. Warren, J. Wilson Subject: For Approval Revised ESPN and Trade Desk (to replace Leafly) Media Recommendations Attach: Digital Recommendation #2; ESPN 4Q Rev. Radio Recommendation |
| 753 | 2019-08-00 | GOOG-AT-MDL-B-004784738 | GOOG-AT-MDL-B-004784752 | Confidential | Comm Doc - DV360 Ads.txt (Launched) |
| 754 | 2019-08-00 | GOOG-DOJ-04600090 | GOOG-DOJ-04600106 | Highly Confidential | Google Slide Deck - Competitive Analysis: Amazon Advertising - Display |
| 755 | 2019-08-00 | GOOG-DOJ-10915097 | GOOG-DOJ-10915113 | Highly Confidential | Google Ad Manager [Comms Doc] - Open Bidding on Ad Manager (fka Exchange Bidding) |
| 756 | 2019-08-00 | GOOG-DOJ-15389438 | GOOG-DOJ-15389452 | Highly Confidential | Google Ad Manager [Comms Doc] - Open Bidding on Ad Manager (fka Exchange Bidding) |
| 757 | 2019-08-00 | GOOG-TEX-00110023 | GOOG-TEX-00110037 | Confidential | Google Ad Manager [Comms Doc] - Open Bidding on Ad Manager (fka Exchange Bidding) |
| 758 | 2019-08-01 | GOOG-DOJ-11788944 | GOOG-DOJ-11789028 | Highly Confidential | Google Slide Deck - Facebook: GTM Competitive Intelligence |
| 759 | 2019-08-01 | NHTSA-ADS-0000381526 | NHTSA-ADS-0000381528 | Confidential | Email (Aug. 1, 2019) From: S. McMeen To: K. Daphnis CC: G. Mason Subject: RE: NEED APPROVAL: Digital & Paid Social Labor Day Media Recommendation and Chive Custom Content |
| 760 | 2019-08-02 | GOOG-DOJ-AT-01130388 | GOOG-DOJ-AT-01130390 | Highly Confidential | First Price Bidding: Executive Update |
| 761 | 2019-08-05 | N/A | N/A | Publicly available | Kevel Blog Post (Aug. 5, 2019): C. Shuptrine, What are the Main DoubleClick Alternatives? A 2023 Guide |
| 762 | 2019-08-05 | GOOG-DOJ-13227256 | GOOG-DOJ-14368263 | Highly Confidential | Truthful DRS Design Doc |
| 763 | 2019-08-05 | N/A | N/A | Publicly available | Microsoft Advertising Press Release (Aug. 5, 2019): Promote IQ acquired by Microsoft |
| 764 | 2019-08-05 | N/A | N/A | Publicly available | Microsoft Advertising Press Release (Aug. 5, 2019): Promote IQ acquired by Microsoft |
| 765 | 2019-08-05 | N/A | N/A | Publicly available | Kevel Blog Post (Aug. 5, 2019): C. Shuptrine, What are the Main DoubleClick Alternatives? A 2023 Guide |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
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| 766 | 2019-08-11 | GOOG-AT-MDL-009293665 | GOOG-AT-MDL-009293666 | Highly Confidential | Email (Aug. 11, 2019) From: ca-experiments-notify+rtm To: ca-experiments-notify+rtm Subject: Experiment Alert for RemoveLastLookOverDfpRemnant::Global PreventDfpRemnantPriceFromSettingWinnerCostExperiment:246003052 |
| 767 | 2019-08-13 | FBDOJ003759763 | FBDOJ003759767 | Confidential | Detriot 2019/ FCA Client Meeting Brief |
| 768 | 2019-08-13 | GOOG-DOJ-AT-00571933 | GOOG-DOJ-AT-00571935 | Highly Confidential | Email (Aug. 13, 2019) From: N. Korula To: N. Jayaram Subject: Unified Auction Sellside Exec update |
| 769 | 2019-08-13 | GOOG-DOJ-13499783 | GOOG-DOJ-13499791 | Highly Confidential | Google Feedback Discussion |
| 770 | 2019-08-13 | GOOG-DOJ-09713317 | GOOG-DOJ-09713323 | Highly Confidential | Email (Aug. 13, 2019) From: R. Srinivasan To: B. Bender, S. Hsiao, S. Nandy, J. Bigler, N. Wolf, D. Dukellis, N. Ben-Ayoun, A. Amini, V. Rao, P. Shodjai, C. LaSala, E. Murphy, L. Daly Subject: Unified Auction (Sellside) Executive Update - Aug. 12, 2019 |
| 771 | 2019-08-14 | GOOG-DOJ-AT-01132472 | GOOG-DOJ-AT-01132476 | Highly Confidential | Email (Aug. 14, 2019) From: N. Korula To: S. Gilpin CC: H. Choxi Subject: Re: Unified Auction Changes (Sellside) Executive Update - Aug 12, 2019 |
| 772 | 2019-08-19 | GOOG-AT-MDL-009755689 | GOOG-AT-MDL-009755760 | Highly Confidential | Google Slide Deck (Aug. 29, 2019) - Project Sushi: Allocation Review |
| 773 | 2019-08-19 | GOOG-DOJ-07960537 | GOOG-DOJ-07960540 | Highly Confidential | Email (Aug. 19, 2019) From: C. LaSala To: R. Srinivasan, J. Bigler, M. Laszkowska Subject: Re: Unified Auction Changes (Sellside) Executive Update - Aug 12, 2019 |
| 774 | 2019-08-26 | GOOG-DOJ-15044036 | GOOG-DOJ-15044044 | Highly Confidential | Email (Aug. 26, 2019) From: H. Garon To: A. Price, J. Smilde, G. Minguzzi CC: B. Piermont, P. Lee, L. Pursell, Z. Abaumer, Rubicon Exchange Bidding, E. Batscha Subject: Re: Google & Rubicon Weekly Call Agenda - August 15 Attach: Render Rate/Win Rate Graph |
| 775 | 2019-08-28 | FBDOJGOOG_01347921 | FBDOJGOOG_01347947 | Confidential | AT&T-Warner Media FB Performance Marketing & Measurement Summit Brief |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
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| 776 | 2019-08-30 | GOOG-DOJ-11406673 | GOOG-DOJ-11406689 | Highly Confidential | Google Slide Deck - First-price bidding |
| 777 | 2019-09-00 | GOOG-AT-MDL-003552802 | GOOG-AT-MDL-003552807 | Confidential | HDMI Modeling Design Doc |
| 778 | 2019-09-00 | GOOG-AT-MDL-009590288 | GOOG-AT-MDL-009590305 | Highly Confidential | Pay per Outcome in DBM |
| 779 | 2019-09-00 | GOOG-DOJ-13628649 | GOOG-DOJ-13628791 | Highly Confidential | Google Slide Deck (Sept/Oct. 2019) - DV3 + CM Overview |
| 780 | 2019-09-00 | GOOG-DOJ-AT-00055901 | GOOG-DOJ-AT-00055906 | Highly Confidential | Google Document - What is Ad Connector (go/what-is-yavin) |
| 781 | 2019-09-00 | GOOG-DOJ-AT-02096733 | GOOG-DOJ-AT-02096740 | Highly Confidential | AdX First Price Bidding Summary |
| 782 | 2019-09-03 | GOOG-DOJ-AT-02204351 | GOOG-DOJ-AT-02204391 | Highly Confidential | Abrantes-Metz Ex. 20 (with handwritten notes) Google Slide Deck (Sep. 3, 2019) - Changes to Ad Manager, AdMob auction |
| 783 | 2019-09-03 | GOOG-DOJ-07782646 | GOOG-DOJ-07782701 | Highly Confidential | Google Slide Deck (Sep. 3, 2019) - Unified 1st Price Auction |
| 784 | 2019-09-03 | GOOG-DOJ-14549757 | GOOG-DOJ-14549797 | Highly Confidential | Google Slide Deck (Sep. 3, 2019) - Changes to Ad Manager, AdMob auction |
| 785 | 2019-09-03 | GOOG-DOJ-15254730 | GOOG-DOJ-15254739 | Highly Confidential | AdX Objective, overview, detailed design, etc. |
| 786 | 2019-09-05 | GOOG-DOJ-14298902 | GOOG-DOJ-14298917 | Highly Confidential | Google Slide Deck - AWBID Overview (Sep. 05, 2019) |
| 787 | 2019-09-09 | GOOG-AT-MDL-014572239 | GOOG-AT-MDL-014572239 | Confidential | Google Spreadsheet: Auto-Bidding Adoption |
| 788 | 2019-09-10 | USAF-ADS-0000161230 | USAF-ADS-0000161257 | Highly Confidential | Email (Sep. 10, 2019) From: B. Dickey To: J. Leavitt CC: D. Durham, J. McLemore, M. Romero, et al. Subject: Potential ADA Violations Attach: Marketing Audit Potential ADA Violations |
| 789 | 2019-09-10 | NEWSCORP-DOJCID-00035670 | NEWSCORP-DOJCID-00035678 | Confidential | Email (Sept. 10, 2019) From: M. Herve To: M. D'Halluin, S. Layser cc: C. Naurnova Re: Quick Question Attach: appnexusaxel-springer-case-study; News Corporation Mail - Fwd - appnexus |
| 790 | 2019-09-12 | DOJ-ADS-B-0000024792 | DOJ-ADS-B-0000024792 | Highly Confidential | Email (Sep. 12, 2019) From: R. Karr Cc: O. Musah, B. Kressin Subject: Deck Attach: DOJ Final Presentation (9.12.19) |
| 791 | 2019-09-13 | AMZNDOJ0001265 | AMZNDOJ0001343 | Confidential | Amazon's Response to the CMA's Digital Advertising Market Study Dated (Sep. 13, 2019) |
| 792 | 2019-09-18 | OMC-GOOG-00054193 | OMC-GOOG-00054268 | Confidential | Omnicom Slide Deck - Verizon Media / McDonald's RFI |
| 793 | 2019-09-18 | DOJ-ADS-B-0000017265 | DOJ-ADS-B-0000017265 | Highly Confidential | Email (Sep. 18, 2019) From: R. Long To: C. Gower CC: N. Girard Subject: RE: Availability |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
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| 794 | 2019-09-20 | COM-00136496 | COM-00136499 | Confidential | Email (Sep. 20, 2019) From: K. Wawner To: K. Leech, M. Struthers CC: M. Kiniry, K. Kozloski Subject: RE: A few media questions |
| 795 | 2019-09-21 | DOJ-ADS-B-0000026658 | DOJ-ADS-B-0000026660 | Highly Confidential | Email (Sep. 21, 2019) From: R. Karr To: V. Yang Subject: RE: Request for Return Call |
| 796 | 2019-09-23 | GOOG-AT-MDL-B-000218346 | GOOG-AT-MDL-B-000218352 | Confidential | Email (Sep. 23, 2019) From: R. Mathews To: unidentified CC: M. Walter, R. Sharma, S. Gupta, F. Elizondo, O. Zhai, et al. Subject: Re: Maximize Conversions Launched! Attach: Charts |
| 797 | 2019-09-25 | GOOG-DOJ-AT-02325870 | GOOG-DOJ-AT-02325874 | Highly Confidential | [Comms Doc] - Authorized Buyers UI revamp |
| 798 | 2019-09-26 | GOOG-DOJ-AT-00573492 | GOOG-DOJ-AT-00573496 | Highly Confidential | AdX/AdMob first price bidder - for perf |
| 799 | 2019-09-27 | GOOG-DOJ-09714662 | GOOG-DOJ-09714667 | Highly Confidential | Google Ad Manager [Comms Doc] - Ad Manager Unified 1st Price Auction |
| 800 | 2019-09-30 | DOJ-ADS-B-0000042672 | DOJ-ADS-B-0000042676 | Highly Confidential | Email (Sep. 30, 2019) From: R. Karr To: A. Gottesfeld Subject: RE: Request for Quick Call Attach: Open X Confidentiality Letter 9-30-2019 |
| 801 | 2019-10-00 | GOOG-DOJ-09183023 | GOOG-DOJ-09183047 | Highly Confidential | Web - 2020 Product and Business Strategy |
| 802 | 2019-10-00 | GOOG-DOJ-11363381 | GOOG-DOJ-11363427 | Highly Confidential | Google Slide Deck (Oct. 2019) - Ads Privacy Competitive Landscape |
| 803 | 2019-10-00 | GOOG-DOJ-13235212 | GOOG-DOJ-13235382 | Highly Confidential | Google Slide Deck (Oct. 2019) - Open Bidding Training |
| 804 | 2019-10-00 | GOOG-DOJ-15232606 | GOOG-DOJ-15232611 | Highly Confidential | Comms Doc - RTB Timeouts |
| 805 | 2019-10-00 | GOOG-DOJ-27710710 | GOOG-DOJ-27710749 | Confidential | Google Slide Deck (Oct. 2019) - Ads Measurement |
| 806 | 2019-10-01 | EQUATIV-000000441 | EQUATIV-000000441 | Highly Confidential | Spreadsheet - Data including month, publisher, network, impressions, etc. |
| 807 | 2019-10-01 | GSDM_000004 | GSDM_000007 | Highly Confidential | Google Advertising Service Agreement Customer: GSD&M, LLC Agreement Name: Q4 2019 GP: USAF T.O. 017 Sight, Sounds & Motion |
| 808 | 2019-10-02 | DOJ-ADS-B-0000026671 | DOJ-ADS-B-0000026673 | Highly Confidential | Email (Oct. 2, 2019) From: R. Karr To: T. Laramie Subject: RE: Call between US Dept of Justice and The Trade Desk |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
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| 809 | 2019-10-02 | USPS-ADS-0000631770 | USPS-ADS-0000631825 | Highly Confidential | Email (Oct. 1, 2019) From: B. Pasco To: M. Leraway, J. Ferguson, M. Lay CC: M. Berrang; J. Robert Subject: RE: [EXTERNA] DG2 Follow Up Items |
| 810 | 2019-10-03 | N/A | N/A | Publicly available | TikTok Blog Post (Oct. 3, 2019): B. Chandlee, Understanding our policies around paid ads |
| 811 | 2019-10-09 | GOOG-AT-MDL-003190950 | GOOG-AT-MDL-003191010 | Confidential | Google Slide Deck (Oct. 9, 2019) - T-Mobile Executive Meeting |
| 812 | 2019-10-09 | GOOG-AT-MDL-008665828 | GOOG-AT-MDL-008665854 | Confidential | Google Slide Deck - Google Display Network |
| 813 | 2019-10-09 | FBDOJ012610471 | FBDOJ012610472 | Confidential | Email (Oct. 9, 2019) From: N. Morgan To: S. Ryan CC: A. Bowles, A. Berman Subject: Update - Call of Duty - AN Performance and Optimization Strategy |
| 814 | 2019-10-10 | GOOG-DOJ-AT-00292252 | GOOG-DOJ-AT-00292275 | Highly Confidential | Google Slide Deck (Oct. 10, 2019) - AdX first-price bidding |
| 815 | 2019-10-18 | DOJ-ADS-B-0000025588 | DOJ-ADS-B-0000025590 | Highly Confidential | Email (Oct. 18, 2019) From: R. Mosier To: M. Nevins Subject: RE: Information request from U.S. Department of Justice |
| 816 | 2019-10-20 | GOOG-DOJ-03642313 | GOOG-DOJ-03642313 | Highly Confidential | Google Spreadsheet - Sell-Side Prios RYG |
| 817 | 2019-10-22 | DOJ-ADS-B-0000017306 | DOJ-ADS-B-0000017310 | Highly Confidential | Email (Oct. 22, 2019) From: C. Gower To: R. Long CC: N. Girard Subject: RE: Follow-Up Topics |
| 818 | 2019-10-23 | GOOG-AT-MDL-008935836 | GOOG-AT-MDL-008935837 | Confidential | Email (Oct. 23, 2019) From: R. Ren To: N. Korula Subject: Re: EDA Performance Remnant v.s. AdX |
| 819 | 2019-10-24 | GOOG-DOJ-06264725 | GOOG-DOJ-06264726 | Highly Confidential | Local and Longtail - Opportunity Summary |
| 820 | 2019-10-24 | MAGNITE-00000095 | MAGNITE-00000178 | Highly Confidential | Slide Deck (Oct. 24, 2019) - Board of Directors Meeting |
| 821 | 2019-10-25 | GOOG-DOJ-AT-00573988 | GOOG-DOJ-AT-00573994 | Highly Confidential | Email (Oct. 25, 2019) From: N. Korula To: N. Jayaram CC: B. Malthus, J. Garrison, J. Greeberg, R. Glynn, J. Mok Subject: Re: [Important] 1p rollout pushed out to 9/23 |
| 822 | 2019-10-30 | GOOG-DOJ-AT-00088452 | GOOG-DOJ-AT-00088482 | Highly Confidential | Google Slide Deck - Part 1: "Second-Price Auction" was designed to make bidding easy! |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
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| 823 | 2019-10-30 | TTD_0022648 | TTD_0022649 | Confidential | Email (Oct. 30, 2019) From: Y. Wei To: B. Stempeck, J. Dederick, J. Green, J. Carson, G. Pitigoi-Aron, D. Pickles, E. Chater, T. Sims, Z. Stengel CC: M. Fogarty, K. Platt, L. Kase, E. Koh, C. Boyler, M. Pacifici, J. Golbert, C. Kleiman Subject: we won j&j!!!! |
| 824 | 2019-11-00 | GOOG-AT-MDL-009406310 | GOOG-AT-MDL-009406330 | Highly Confidential | Google Slide Deck (Nov. 2019) - 2020 Census: Digital Opportunities & Media Strategy |
| 825 | 2019-11-00 | GOOG-DOJ-12081066 | GOOG-DOJ-12081066 | Highly Confidential | Google Slide Deck - Inventory Transparency Overview (Nov. 2019) |
| 826 | 2019-11-00 | GOOG-DOJ-13615208 | GOOG-DOJ-13615243 | Highly Confidential | Google Slide Deck (Nov. 2019) - Awbid |
| 827 | 2019-11-00 | ATT-GCID-00111234 | ATT-GCID-00111288 | Confidential | Google Slide Deck (Nov. 2019) - SSP Business Investment Case |
| 828 | 2019-11-01 | VET-AF-ADS-0000126694 | VET-AF-ADS-0000126697 | Highly Confidential | Email (Nov. 1, 2019) From: T. Tener To: R. Herrera, K. South CC: L. Brayman; A. Schweitzer; S. Schwartz Subject: Submitted OY2 Paid Media Invoice Attach: VA OMHSP OY2 Paid Media Invoice |
| 829 | 2019-11-01 | GOOG-DOJ-10493025 | GOOG-DOJ-10493027 | Highly Confidential | Email (Nov. 1, 2019) From: S. Hsiao To: D. Dukellis CC: dva-senior-staff; drx-all, drx-pm, drx-eng, drx-pgm, Sell-Side GSL, MAD-PM, etc. M. Pal, M. Lin, A. Khor, L. Li, T. Maurer, S. Nandy, J. Giles, A. Pappu, J. Bellack, J. Bigler, B. Bender, B. Rabii, P. Shodjai, V. Rao, A. Chavez, S. Venkataraman, J. Dischler Subject: [LAUNCHED] Unified First-Price Auction across Ad Manager and AdMob |
| 830 | 2019-11-14 | USAF-ADS-0000771515 | USAF-ADS-0000771515_0015 | Highly Confidential | Order for supplies ro services (Nov. 14, 2019) Contract Order No. FA3002 I8 D0008 Contractor GSD&M Idea City LLC |
| 831 | 2019-11-15 | GOOG-DOJ-AT-00070433 | GOOG-DOJ-AT-00070434 | Highly Confidential | Email (Nov. 15, 2019) From: J. Crespo To: ads-thresholds-core Subject: Fwd: Join Auction Brown Bag Series: (TODAY @ 12pm PT!) |
| 832 | 2019-11-21 | GOOG-DOJ-03229061 | GOOG-DOJ-03229061 | Highly Confidential | Google Spreadsheet - 1st Price Internal Feedback |
| 833 | 2019-11-21 | GOOG-DOJ-AT-02160057 | GOOG-DOJ-AT-02160163 | Highly Confidential | Google Slide Deck (Nov. 21, 2019) - Ad Connector in 2020 |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
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| 834 | 2019-11-22 | CMS-ADS-0000183807 | CMS-ADS-0000183811 | Highly Confidential | Email (Nov. 22, 2019) From: B. Johanson To: B. Spiegel, L. Salerno, C. Smith, E. Blazar, C. Koepke, S. Edlavitch, K. Lyons CC: S. Monga, S. Egan, L. Spector, T. Ryan, S. Levin Subject: WS/CMS - Paid Media Report (11/21) Attach: Weber HealthCare gov OE7 ATB #2 |
| 835 | 2019-11-22 | USAF-ADS-0000110449 | USAF-ADS-0000110454 | Highly Confidential | Email (Nov. 22, 2019) From: R. Worthington To: F. Radis, B. Dickey CC: B. Bradbury, N. Rudyk Subject: [Non-DoD Source] Airforce.com Monthly Analytics Report; October 2019 Attach: Airforce.com October 2019 Report |
| 836 | 2019-11-25 | GOOG-AT-MDL-001397473 | GOOG-AT-MDL-001397485 | Confidential | Project Overview & Business Discussion: Solving the Multi-Call problem |
| 837 | 2019-11-26 | DOJ-ADS-B-0000060128 | DOJ-ADS-B-0000060128 | Confidential | Email (Nov. 26, 2019) From: R. Karr To: C. Lynch CC: A. Burke, C. Bond, S. Seo Subject: RE: FreeWheel |
| 838 | 2019-11-27 | GOOG-DOJ-14566285 | GOOG-DOJ-14566324 | Highly Confidential | Google Slide Deck (Nov. 27, 2019) - IPA Impact Post Launch |
| 839 | 2019-12-00 | GOOG-DOJ-11674100 | GOOG-DOJ-11674143 | Highly Confidential | Google Slide Deck (Dec, 2019) - Ads Privacy and Safety Update |
| 840 | 2019-12-00 | GOOG-DOJ-13979867 | GOOG-DOJ-13979893 | Highly Confidential | Google Slide Deck (Dec, 2019) - Auction Overview |
| 841 | 2019-12-00 | GOOG-DOJ-15130321 | GOOG-DOJ-15130328 | Highly Confidential | Dynamic Revenue Share |
| 842 | 2019-12-00 | MAGNITE-00004628 | MAGNITE-00004692 | Highly Confidential | Slide Deck (Dec. 2019) - All Hands Meeting |
| 843 | 2019-12-00 | OPENX-00012883 | OPENX-00012939 | Highly Confidential | Slide Deck (Dec. 2019) - Board Meeting |
| 844 | 2019-12-06 | DOJ-ADS-B-0000001543 | DOJ-ADS-B-0000001543 | Highly Confidential | Email (Dec. 6, 2019) From: L. Willard To: T. Bush CC: R. Shores, W. Hughes Subject: RE: Hello |
| 845 | 2019-12-10 | N/A | N/A | Confidential | Slide Deck (Dec. 10, 2019) - Programmatic DSP Final RFI Results |
| 846 | 2019-12-10 | GOOG-DOJ-15779799 | GOOG-DOJ-15779800 | Highly Confidential | Email (Dec. 10, 2019) From: M. Fan To: K. Weisberg, T. Surapudi CC: H. Garon, D. Gelb, P. Ahnn, S. Choi, G. Beresford Subject: Re: Prebid and Open Bidding |
| 847 | 2019-12-11 | MSFT-LIT-0000017793 | MSFT-LIT-0000017793 | Highly Confidential - AEO | Slide Deck - Why "Microsoft Advertising?" What is "Microsoft Advertising?" What is MSAN? |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
|-------|------------|--------------------------|--------------------------|-----------------------------|--|
| 848 | 2019-12-13 | ATT-GCID-00111899 | ATT-GCID-00111922 | Confidential | Email (Dec. 13, 2019) From: R. Allenx To: M. Park, P. Petchor, I. McPhee, J. Shotliff, J. Aylward, M. TU, E. Beicke, et al. Subject: Re: Post Migration Delivery and item of concern: Re: Warner Media/YT/FW call |
| 849 | 2019-12-23 | GOOG-AT-MDL-018292294 | GOOG-AT-MDL-018292315 | Highly Confidential | Order Form - Google Ad Manager 360 Service Company: NC Transaction, Inc. |
| 850 | 2020-00-00 | CENSUS-ADS-0000696413 | CENSUS-ADS-0000696417 | Highly Confidential | Order 15: Media Buying Process for Census PMO |
| 851 | 2020-00-00 | CENSUS-ADS-0000052132 | CENSUS-ADS-0000052134 | Confidential | 2020 Census Paid Media Campaign Fact Sheet |
| 852 | 2020-00-00 | CENSUS-ADS-0000383738 | CENSUS-ADS-0000383745 | Highly Confidential | United States Department of Commerce U.S. Census Bureau Team Y&R 2020 Census Paid Media Campaign |
| 853 | 2020-00-00 | N/A | N/A | Publicly available | The Walt Disney Company Fiscal Year 2020 Annual Financial Report |
| 854 | 2020-00-00 | GOOG-AT-MDL-004170032 | GOOG-AT-MDL-004170084 | Confidential | Advertiser Perceptions Slide Deck - SSP Report: Part of the Programmatic Intelligence Report Wave 6 |
| 855 | 2020-00-00 | GOOG-AT-MDL-004528300 | GOOG-AT-MDL-004528327 | Highly Confidential | Google Slide Deck - United States Census |
| 856 | 2020-00-00 | GOOG-AT-MDL-008928777 | GOOG-AT-MDL-008928777 | Highly Confidential | Google Ads P&L 2020 |
| 857 | 2020-00-00 | GOOG-AT-MDL-012194141 | GOOG-AT-MDL-012194226 | Confidential | Google Slide Deck (2H 2020) - Google Ad Manager Roadmap |
| 858 | 2020-00-00 | GOOG-AT-MDL-015133962 | GOOG-AT-MDL-015134066 | Confidential | Google Slide Deck (Q4 2020) - Revenue Close Meeting |
| 859 | 2020-00-00 | GOOG-DOJ-12462466 | GOOG-DOJ-12462471 | Highly Confidential | Ad Exchange Product Launch Document |
| 860 | 2020-00-00 | GOOG-DOJ-14043214 | GOOG-DOJ-14043216 | Highly Confidential | Select Launched for AB/OB Business (Reverse Chronological Order) |
| 861 | 2020-00-00 | GOOG-DOJ-AT-00608572 | GOOG-DOJ-AT-00608635 | Highly Confidential | Advertiser Perceptions Slide Deck - SSP Report: Part of the Programmatic Intelligence Report Wave 5 |
| 862 | 2020-00-00 | GOOG-DOJ-AT-02647851 | GOOG-DOJ-AT-02647851 | Highly Confidential | DVA P&L 2020 |
| 863 | 2020-00-00 | N/A | N/A | Publicly available | USPS Five Year Strategic Plan |
| 864 | 2020-00-00 | MAGNITE-00015781 | MAGNITE-00015838 | Highly Confidential | Slide Deck - Buyer Roadshow Q3 2020 |
| 865 | 2020-00-00 | CENSUS-ADS-0000243622 | CENSUS-ADS-0000243625 | Highly Confidential | Department of Commerce U.S. Census Bureau Determination and Findings |
| 866 | 2020-00-00 | N/A | N/A | Publicly available | PubMatic, The State of Omnichannel Wrapper: US Market Landscape Study, 2020 |
| 867 | 2020-00-00 | N/A | N/A | Publicly available | Tinuiti (Q2 2020) Facebook Ads Benchmark Report |
| 868 | 2020-01-00 | AMZNADTECH-LIT-000000023 | AMZNADTECH-LIT-000000040 | Highly Confidential | Amazon Publishers Services (APS) QBR — Q1 2020 |
| 869 | 2020-01-00 | GOOG-DOJ-09186078 | GOOG-DOJ-09186115 | Highly Confidential | Google Slide Deck (Jan. 2020) - Amazon Tip Sheet |
| 870 | 2020-01-07 | DOJ-ADS-B-0000026681 | DOJ-ADS-B-0000026681 | Highly Confidential | Email (Jan. 7, 2020) From: V. Yang To: R. Karr Subject: RE: Google Anticompetitive Behavior |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
|-------|------------|-----------------------|-----------------------|-----------------------------|--|
| 871 | 2020-01-10 | NHTSA-ADS-0000733231 | NHTSA-ADS-0000733298 | Highly Confidential | Stratacomm Invoice (Jan. 10, 2020) Bill to: DOT/National Highway Traffic Safety Administration |
| 872 | 2020-01-13 | GOOG-AT-MDL-006080924 | GOOG-AT-MDL-006080925 | Confidential | Email (Jan. 13, 2020) From: M. Hardie To: W. Barkan CC: C. Rose, S. Walia, B. Griffin, M. Ton, N. Pasquinzo Subject: Re: Census 2020 - Known advertisers |
| 873 | 2020-01-14 | AMZNDJO185950 | AMZNDJO185952 | Confidential | Email (Jan. 14, 2020) From: A. Moore To: M. Battles, G. Prabhu, K. Leeder, et al. Subject: RE: 2020 OP2 Hardware Review Attach: Amazon doc - OP2 2020 Advertising Infrastructure Planning (IMR @ 2019 Rate Card) |
| 874 | 2020-01-16 | GOOG-DOJ-11730359 | GOOG-DOJ-11730367 | Highly Confidential | PRD: Auto-generated videos for RDA |
| 875 | 2020-01-16 | N/A | N/A | Publicly available | Comcast Press Release (Jan. 16, 2020): NBCUniversal Unveils Peacock, A Free Premium Ad-Supported Streaming Service With Subscription Tiers |
| 876 | 2020-01-16 | BUZZ-LIT-000543 | BUZZ-LIT-000546 | Highly Confidential | Daily Sales Tracker - 1/16/20 From: Kenriette Del Rosario To: unifiedbiz2020, US Sales Managers, D. Nguyen, J. Peretti, F. DellaFortuna, E. Muhlheim, S. Ortiz |
| 877 | 2020-01-18 | GOOG-AT-MDL-009068311 | GOOG-AT-MDL-009068338 | Highly Confidential | Google Slide Deck - Summary of Key Cost Drivers and Allocation Methodologies |
| 878 | 2020-01-19 | USAF-ADS-0000506005 | USAF-ADS-0000506063 | Highly Confidential | GSD&M Invoice Due Date: 1/19/2020 Date of Service: 11/21/19-12/20/29 Invoice Date: 12/19/2019 |
| 879 | 2020-01-21 | GOOG-AT-MDL-009703454 | GOOG-AT-MDL-009703493 | Highly Confidential | Google Slide Deck (Jan. 21, 2020) - Executive Summary - Amazon Sell-side Update |
| 880 | 2020-01-23 | NHTSA-ADS-0000648144 | NHTSA-ADS-0000648146 | No designation | Email (Jan. 23, 2020) From: E. Nilsson To: S. McMeen CC: L. Millen, K. Hong Subject: RE: Follow up regarding FOIA Request |
| 881 | 2020-01-23 | OMC-GOOG-00053831 | OMC-GOOG-00053840 | Confidential | Email (Jan. 23, 2020) From: B. Claydon To: L. Lambert, G. Thomson Subject: RE: RFI Process Attach: DSP RFI 2019 |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
|-------|------------|-----------------------|-----------------------|-----------------------------|---|
| 882 | 2020-01-23 | OMC-GOOG-00053831 | OMC-GOOG-00053893 | Confidential | Email (Jan. 23, 2020) From: B. Claydon To: L. Lambert, G. Thomson Subject: RE: RFI Process Attach: DSP RFI 2019 |
| 883 | 2020-01-28 | OMC-GOOG-00101115 | OMC-GOOG-00101116 | Confidential | Email (Jan. 28, 2020) From: L. Lambert To: P. Shedherd Subject: Re: Hey |
| 884 | 2020-02-00 | GOOG-AT-MDL-009766884 | GOOG-AT-MDL-009766921 | Highly Confidential | Google Slide Deck (Feb. 2020) - Compete in 2020: [DRAFT] GTM Execs Presentation |
| 885 | 2020-02-00 | GOOG-DOJ-09184769 | GOOG-DOJ-09184799 | Highly Confidential | Smart Campaign Comm Doc |
| 886 | 2020-02-03 | N/A | N/A | Publicly available | Alphabet Inc. Form 10-K for the fiscal year ended December 31, 2019 |
| 887 | 2020-02-05 | KVL00000934 | KVL00000934 | Highly Confidential | Email (Feb. 5, 2020) From: J. Avery To: T. Courtney CC: J. Nissen Subject: WSJ Article |
| 888 | 2020-02-07 | AMZNDOJ0066387 | AMZNDOJ0066403 | Confidential | Email (Feb. 7, 2020) From: S. Donahoe To: J. Dorre, S. Bonahoe, G. Prabhu, M. Mannino CC: M. Battles, M. Blums, S. Gladney, et al. Subject: MLO Q4 QBR Action Items Attach: MLO_XSO QBR Body Q4 2019 |
| 889 | 2020-02-18 | DOJ-ADS-B-0000034614 | DOJ-ADS-B-0000034615 | Highly Confidential | Email (Feb. 18, 2020) From: B. Tappan To: R. Karr CC: C. Bond Subject: RE: Next Week |
| 890 | 2020-02-19 | GOOG-DOJ-11891693 | GOOG-DOJ-11891702 | Highly Confidential | Google Slide Deck (Feb. 19, 2020) - Marketing in a Privacy-First World |
| 891 | 2020-02-20 | N/A | N/A | Publicly available | Google Security Blog Post (Feb. 20, 2020): P. Bjorke, Disruptive ads enforcement and our new approach |
| 892 | 2020-02-20 | GOOG-DOJ-11795442 | GOOG-DOJ-11795442 | Highly Confidential | Google Spreadsheet - DFA Media Under Management 2018 |
| 893 | 2020-02-21 | GOOG-DOJ-11733358 | GOOG-DOJ-11733410 | Highly Confidential | Google Slide Deck - GDA Metrics Reviews |
| 894 | 2020-02-21 | GOOG-DOJ-AT-01883404 | GOOG-DOJ-AT-01883425 | Highly Confidential | Publish Sellers.json v1 - PRD |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
|-------|------------|-------------------------------|------------------------|-----------------------------|--|
| 895 | 2020-02-21 | DOJ-ADS-B-0000034623 | DOJ-ADS-B-0000034646 | Highly Confidential | Email (Feb. 21, 2020) From: R. Karr To: B. Tappan CC: C. Bond Subject: Xandr DOJ Presentation Attach: 2020.02.21 Xandr DOJ Presentation FINAL |
| 896 | 2020-02-21 | DOJ-ADS-B-0000001615 | DOJ-ADS-B-0000001619 | Highly Confidential | Email (Feb. 21, 2020) From: T. Bush To: C. Morell CC: B. Rabbitt, L. Willard, K. Kupex, C. Patterson Subject: Re: Re: Meeting Request Attach: Meeting Request Form - AG Barr (News Corp) |
| 897 | 2020-02-22 | GOOG-DOJ-11733552 | GOOG-DOJ-11733585 | Highly Confidential | Google Slide Deck - DV360 optimizations ENG deep dive |
| 898 | 2020-02-25 | GOOG-AT-MDL-004548614 | GOOG-AT-MDL-004548664 | Confidential | Email (Feb. 25, 2020) From: S. Sowney To: M. Miller Subject: Re: Quick question: most recent customer survey data? Attach: Google Slide Deck - Advertiser Perceptions (Wave 7 2019) DSP Report |
| 899 | 2020-02-26 | COM-00059612 | COM-00059669 | Confidential | Slide Deck - About Google Marketing Platform |
| 900 | 2020-02-26 | GOOG-AT-MDL-008930642 | GOOG-AT-MDL-008930648 | Confidential | Accounting Memo: Principal vs. Agent - Advertising through 3rd Party Exchanges Related Accounting Policy: 2.02.2 Ads Gross vs Net Revenue Policy - ASC 606 |
| 901 | 2020-02-27 | GOOG-AT-MDL-018676112 | GOOG-AT-MDL-018676147 | Highly Confidential | Google Slide Deck - GCS Compete: Project Mazagran (DTC Study) |
| 902 | 2020-03-00 | GOOG-DOJ-AT-00312340 | GOOG-DOJ-AT-00312344 | Highly Confidential | Segmentation of Google's Ads Clients |
| 903 | 2020-03-03 | CENSUS-ADS-0000204155 | CENSUS-ADS-00002041556 | Confidential | Email (Mar. 3, 2020) From: J. Benson To: K. Bower CC: A. Hughes, E. Damour Subject: FW: Census Unique Reach Reporting |
| 904 | 2020-03-04 | CENSUS-ADS-0000762511 | CENSUS-ADS-0000762525 | Highly Confidential | Y&R Invoice (March 4, 2020) Client CN2 Bureau of Census |
| 905 | 2020-03-05 | GOOG-DOJ-AT-02643272 | GOOG-DOJ-AT-02643288 | Highly Confidential | Google Slide Deck - AViD Finance Check-In |
| 906 | 2020-03-10 | GOOG-AT-MDL-004528065 | GOOG-AT-MDL-004528066 | Confidential | Illinois 2020 Census Digital Media Strategy Document |
| 907 | 2020-03-10 | N/A - Vox Media Press Release | N/A | Publicly available | Vox Media Press Release (Mar. 10, 2020): Vox Media partners with Google News Initiative to launch Concert Local |
| 908 | 2020-03-12 | COM-00122098 | COM-00122110 | Highly Confidential | Email (Mar. 12, 2020) From: M. Theophilis To: N. Solomon, N. Schuster, J. Navea Subject: FW: Roku Header Bidding Attach: Overview of Amazon & Roku Header Bidding |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
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| 909 | 2020-03-18 | N/A | N/A | Publicly available | Index Exchange Blog Post (Mar. 18, 2020): Reflecting on the Economics of Programmatic |
| 910 | 2020-03-20 | HULU-008733 | HULU-008762 | Highly Confidential | FY20 LRP Slide Deck |
| 911 | 2020-03-24 | DOJ-ADS-B-0000001162 | DOJ-ADS-B-0000001162 | Highly Confidential | Email (March 24, 2020) From: L. Wilard To: M. d'Halluin CC: R. Shores Subject: RE: CONFIDENTIAL - News Corp |
| 912 | 2020-03-25 | GOOG-AT-MDL-019029915 | GOOG-AT-MDL-019029918 | Highly Confidential | Criteo: Solution Overview |
| 913 | 2020-03-25 | GOOG-DOJ-AT-01570215 | GOOG-DOJ-AT-01570220 | Highly Confidential | Google Slide Deck - The Trade Desk Competitive Analysis: GCAS lens |
| 914 | 2020-03-27 | CMS-ADS-0000490646 | CMS-ADS-0000490647 | Highly Confidential | Email (March 27, 2020) From: B. Johanson To: L. Salemo, C. Koepke CC: M. Newman Subject: RE: Fraud radio/video VO |
| 915 | 2020-03-27 | DOJ-ADS-B-0000001661 | DOJ-ADS-B-0000001663 | Highly Confidential | Subject: Accepted: NC-DOJ call @ Fri Mar 27, 2020 Start: 3/27/2020 End: 3/27/2020 11:15 Organizer: mdhalluin Required Attendees: L. Willard |
| 916 | 2020-04-00 | GOOG-DOJ-AT-02177232 | GOOG-DOJ-AT-02177296 | Highly Confidential | Google Slide Deck (Apr. 2020) - Yield Management & UIPA Best Practices in Google Ad Manager |
| 917 | 2020-04-03 | USAF-ADS-0000412559 | USAF-ADS-0000412563 | Highly Confidential | Contractor Performance Assessment Report Company Name: GSD&M Odea City LLC |
| 918 | 2020-04-03 | CENSUS-ADS-0000709885 | CENSUS-ADS-0000709897 | Highly Confidential | Campaign Optimization Daily Report (Apr 3, 2020) |
| 919 | 2020-04-07 | USPS-ADS-0000160645 | USPS-ADS-0000160738 | Highly Confidential | Email (Apr. 7, 2020) From: A. Chatani To: B. Pasco, S. Starr, T. Polling, C. Karpenko, T. Braun, et al. Subject: FY'20 Holiday Wrap Up Report Start: 4/7/2020 End: 7/7/2020 Attach: FY20 USPS Quantitive Holiday Wrap Up |
| 920 | 2020-04-14 | DOJ-ADS-B-0000000602 | DOJ-ADS-B-0000000611 | Highly Confidential | Email (Apr. 14, 2020) From: J. Thorne To: R. Shores, L. Willard Subject: FW: Texas AG Civil Investigative Demand Issued to Daily Mail and General Trust Attach: JThorne Letter to TX AG |

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| 921 | 2020-04-14 | DOJ-ADS-B-0000037503 | DOJ-ADS-B-0000037504 | Highly Confidential | Email (Aug. 14, 2020) From: B. Tappan To: D. Teslicko Cc: A. Cohen, R. Mosier, A. Chaunhan Subject: RE: Xandr interview |
| 922 | 2020-04-20 | USPS-ADS-0000492772 | USPS-ADS-0000492780 | Highly Confidential | Email (Apr. 20, 2020) From: L. Ernst To: B. Pasco, S. Starr CC: L. Ernst, M. Knopf, L. Catucci, A. Terza, K. Lockhart Subject: Hot Sheets as of 4/20/2020 Attach: FY'19 USPS Flowchart as of 4.17; FY'20 USPS Flowchart as of 4.17 |
| 923 | 2020-04-21 | GOOG-DOJ-13625417 | GOOG-DOJ-13625434 | Highly Confidential | Google Slide Deck - Project Bernanke |
| 924 | 2020-04-27 | GOOG-AT-MDL-010514415 | GOOG-AT-MDL-010514422 | Confidential | [Comms Doc] - Transparency Auth Buyer & Sellside Comms |
| 925 | 2020-04-30 | N/A | N/A | Publicly available | Google Ads Safety Blog Post (Apr. 30, 2020): S. Spencer, Stopping bad ads to protect users |
| 926 | 2020-04-30 | USPS-ADS-0000661829 | USPS-ADS-0000661869 | Highly Confidential | Email (Apr. 30, 2020) From: A. Terza To: F. Corcoran, B. Pasco, S. Starr, T. Poling, A. Bryson, C. Beltran, et al. Subject: Avoid Surcharge Media Recommendation Attach: FY'20 Avoid Surcharge Media Recommendation |
| 927 | 2020-04-30 | DOJ-ADS-B-0000017661 | DOJ-ADS-B-0000017662 | Highly Confidential | Email (Apr. 30, 2020) From: T. DeMatteo To: A. Ray Cc: T. Chapman Subject: RE: Microsoft CID Scheduling Microsoft Advertising Interview |
| 928 | 2020-05-00 | OKELEY000281 | OKELEY000339 | Publicly available | Roadmap for a Digital Advertising Monopolization Case Against Google |
| 929 | 2020-05-01 | CENSUS-ADS-0000094975 | CENSUS-ADS-0000095010 | Confidential | Slide Deck (May 1, 2020) - 2020 Census Integrated Communications Campaign Update: Congressional Staff Briefing |
| 930 | 2020-05-04 | OKELEY000346 | OKELEY000349 | No designation | Email (May 4, 2020) From: F. Scott Morton To: B. O'Kelley Subject: RE: highly confidential |
| 931 | 2020-05-06 | GOOG-DOJ-AT-00578624 | GOOG-DOJ-AT-00578625 | Highly Confidential | Comms: Poirot impact on OA CTV pubs |
| 932 | 2020-05-11 | GOOG-AT-MDL-002293467 | GOOG-AT-MDL-002293472 | Confidential | DBM HDMI Consolidated |
| 933 | 2020-05-12 | DOJ-ADS-B-0000026713 | DOJ-ADS-B-0000026714 | Highly Confidential | Email (May 12, 2020) From: V. Yang To: D. Guarnera Subject: RE: DOJ digital markets investigation |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
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| 934 | 2020-05-20 | DOJ-ADS-B0000005488 | DOJ-ADS-B0000005491 | Highly Confidential | Email (May 20, 2020) From: J. Thorne To: D. Teslicko Subject: RE: Call Request with the Antitrust Division |
| 935 | 2020-05-24 | GOOG-DOJ-15159990 | GOOG-DOJ-15160027 | Highly Confidential | Google Slide Deck - Deep Dive First Price Rollout |
| 936 | 2020-05-26 | NEWSCORP-TXCID-00006841 | NEWSCORP-TXCID-00006859 | Highly Confidential | Slide Deck - Targeted Advertising using Data |
| 937 | 2020-05-26 | GOOG-AT-MDL-004134397 | GOOG-AT-MDL-004134414 | Highly Confidential | Amazon Ads Fact Packet |
| 938 | 2020-06-00 | GOOG-DOJ-AT-00799265 | GOOG-DOJ-AT-00799265 | Highly Confidential | Google Case Study - Digitas & Victoria's Secret increase ROAS by shifting static Display remarketing from The Trade Desk to GDA |
| 939 | 2020-06-00 | MSFT-LIT-0000002154 | MSFT-LIT-0000002155 | Highly Confidential | Xandr POV: End-to-end Tech Stack Document |
| 940 | 2020-06-00 | OMC-GOOG-00113705 | OMC-GOOG-00113730 | Confidential | Slide Deck - Evolving the Role of Programmatic |
| 941 | 2020-06-08 | CENSUS-ADS-0000316495 | CENSUS-ADS-0000316533 | Highly Confidential | Y&R Invoice (June 8, 2020) |
| 942 | 2020-06-08 | GOOG-AT-MDL-018792252 | GOOG-AT-MDL-018792261 | Highly Confidential | Securing the SupplyChain Object |
| 943 | 2020-06-09 | CENSUS-ADS-0000168193 | CENSUS-ADS-0000168195 | Highly Confidential | Email (June 9, 2020) From: J. Benson To: K. Johnson, K. Bower CC: jotmany@reingold.com, H. Manning, J. Lee Subject: Census Paid Search Click to Call Ad Extension Mocks Attach: Search_ClickToCall_Mocks PPT |
| 944 | 2020-06-09 | CENSUS-ADS-0000168193 | CENSUS-ADS-0000168195 | Highly Confidential | (Oliphant Ex. 16) Email (June 9, 2020) From: J, Benson To: K, Johnson, K, Bower CC: jotmany@reingold.com, H, Manning, J, Lee Subject: Census Paid Search Click to Call Ad Extension Mocks Attach: Search_ClickToCall_Mocks PPT |
| 945 | 2020-06-09 | NAVY-ADS-000012756 | NAVY-ADS-000012800 | Highly Confidential | NRC Advertising Plan Summaries |
| 946 | 2020-06-12 | RUBICON-00000102 | RUBICON-00000155 | Highly Confidential | Competition & Markets Authority - Online platforms and digital advertising market study: Notice under section 174 of the Enterprise Act 2002 |
| 947 | 2020-06-12 | VZGGL-CID-00000305 | VZGGL-CID-00000365 | Highly Confidential | Verizon Slide Deck - VZ DSP |
| 948 | 2020-06-15 | USPS-ADS-0000227880 | USPS-ADS-0000227968 | Highly Confidential | Email (June 15, 2020) From: M. Knopf To: C. Karpenko, B. Pasco, V. Merlino, L. Ernst, F. Jackson Subject: DG2 FY18 Audit Discussion Attach: USPS.UM. MediaFinal |
| 949 | 2020-06-17 | N/A | N/A | Publicly available | Amazon Ads Blog Post (June 17, 2020): Zach Schapira, Managing the supply chain with Amazon DSP |
| 950 | 2020-06-22 | NEWSCORP-DOJCID-00020462 | NEWSCORP-DOJCID-00020463 | Confidential | Summary of Item and Relevance to the Business: To Prioritize Programmatic Deals in the News Corp Ad Stack |
| 951 | 2020-06-23 | GOOG-DOJ-AT-00554704 | GOOG-DOJ-AT-00554884 | Highly Confidential | Google Slide Deck - Ad Spam Strategy Summit (June 23-24, 2020) |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
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| 952 | 2020-06-23 | N/A | N/A | Publicly available | Google Blog Post (June 23, 2020): S. Hsiao, How our display buying platforms share revenue with publishers |
| 953 | 2020-06-23 | NHTSA-ADS-0000484070 | NHTSA-ADS-0000484071 | Highly Confidential | Email (June 23, 2020) From: E. Nilsson To: S. McMeen Subject: RE: NEED APPROVAL: Child Car Safety Campaign Programmatic Outdoor and Digital Opportunities |
| 954 | 2020-06-23 | FBDOJ012495502 | FBDOJ012495504 | Confidential | NADA Brief for HP Inc |
| 955 | 2020-06-23 | USPS-ADS-0000447582 | USPS-ADS-0000447583 | Highly Confidential | Email (June 23, 2020) From: B. Pasco To: K. Lockhart CC: A. Chantani, B. Goldberg, T. Akers Subject: USPS - Spring Digital Video HA - Matterkind Unit Weight Shift Attach: Image |
| 956 | 2020-06-25 | GOOG-DOJ-AT-02321586 | GOOG-DOJ-AT-02321603 | Highly Confidential | Google Display Ads (GDA) on Snap |
| 957 | 2020-06-25 | CENSUS-ADS-0000668928 | CENSUS-ADS-0000668941 | Highly Confidential | Email (June 25, 2020) From: A. White To: K. Reid CC: C. Parker, J. Cole, A. Hughes, J. Poumade Subject: Re: For Signature 2020 ICC OR 8 Mod 13 Attach: YA1323-16CQ-0003_OR 8_Mod_Fully Executed |
| 958 | 2020-06-26 | DOJ-ADS-B-0000047401 | DOJ-ADS-B-0000047406 | Highly Confidential | Email (June 26, 2020) From: J. Hogan To: L. Fisher CC: C. Bond Subject: RE: Interview Request |
| 959 | 2020-06-30 | N/A | N/A | Publicly available | Magnite Press Release (June 30, 2020): Meet Magnite, the Largest Independent Omnichannel Sell-Side Platform in the World |
| 960 | 2020-07-00 | GOOG-DOJ-AT-00839510 | GOOG-DOJ-AT-00839518 | Highly Confidential | Google Slide Deck (July 2020) - DV360 - DSP Reports |
| 961 | 2020-07-00 | GOOG-DOJ-AT-01451479 | GOOG-DOJ-AT-01451494 | Highly Confidential | Google Slide Deck (July 2020) - Criteo Competitive Training |
| 962 | 2020-07-00 | MSFT-LIT-0000000137 | MSFT-LIT-0000000137 | Highly Confidential | Slide Deck - Future of Advertising |
| 963 | 2020-07-06 | MSFT-LIT-0000001326 | MSFT-LIT-0000001326 | Highly Confidential | Drafted Strategy Materials: Monetize |
| 964 | 2020-07-08 | N/A | N/A | Publicly available | TikTok Press Release (July 8, 2020): TikTok For Business Launches New Solutions to Help Small Businesses Connect and Grow with the TikTok Community |
| 965 | 2020-07-10 | DOJ-ADS-B-0000042716 | DOJ-ADS-B-0000042719 | Highly Confidential | Email (July 10, 2020) From: N. Cheolas To: A. Gottesfeld CC: Ch. Bond, N. Naser Subject: RE: DOJ Request for follow up call with OpenX |

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| 966 | 2020-07-14 | DOJ-ADS-0000029019 | DOJ-ADS-0000029019 | Highly Confidential | Email (July 14, 2020) From: A. Najafi To: R. Long CC: M. Tiernan Subject: RE: Department of Justice, Antitrust Division |
| 967 | 2020-07-15 | N/A | N/A | Publicly available | Google Ads Help (July 15, 2020): A new look for responsive display ads |
| 968 | 2020-07-16 | MAGNITE-00004978 | MAGNITE-00005028 | Highly Confidential | Slide Deck (July 16, 2020) - July All Hands |
| 969 | 2020-07-16 | REDDIT_000180 | REDDIT_000187 | Highly Confidential | Programmatic Display Ramp Down |
| 970 | 2020-07-20 | DOJ-ADS-B-0000010943 | DOJ-ADS-B-0000010950 | Highly Confidential | Email (July 20, 2020) From: J. Virginie To: J. Romain CC: G. Feldon, A. Thil, C. Marly, K. Seo Subject: Re: CIDs and Request for a Follow-Up Interview |
| 971 | 2020-07-21 | GOOG-AT-MDL-003537710 | GOOG-AT-MDL-003537712 | Highly Confidential | Email (July 21, 2020) From: L. de Valon To: D. Quintero CC: A. Fer, A. Levin, E. Petersen Farngalo, J. Spero, M. Foroobar BCC: D. Taylor Subject: Re: Prep for Adidas - mment questions |
| 972 | 2020-07-22 | CENSUS-ADS-0000151677 | CENSUS-ADS-0000151679 | Confidential | Email (July 22, 2020) From: WPP - GroupM To: M. Holt, K. Johnson, A. Ferrer CC: J. Lee, J. Eng Subject: Completed: Diverse Mass Media Autho Pre-NRFU.NRFU Media Attach: Diverse Mass Media Autho Pre-NRFU |
| 973 | 2020-07-27 | GOOG-DOJ-AT-00839661 | GOOG-DOJ-AT-00839764 | Highly Confidential | Email (July 27, 2020) From: A. Petrushka To: S. Yap CC: M. Danton, S. Saiget, D. McCombs Subject: 7.27.20 APMG Agenda Attach: Google Slide Deck (Q1 2020) - DSP Report, Wave 8, Part of Programmatic Intelligence Report Portfolio |
| 974 | 2020-07-28 | HULU-000025 | HULU-000025 | Confidential | Specifications Document re Hulu Digital Advertising |
| 975 | 2020-07-31 | VET-AF-ADS-0000376131 | VET-AF-ADS-0000376155 | Highly Confidential | Vet Invoice (July 31, 2020) The District Communication Group LLC |
| 976 | 2020-07-31 | GOOG-DOJ-AT-00048018 | GOOG-DOJ-AT-00048022 | Highly Confidential | Email (July 31, 2020) From: J. Dischler To: Ads All Subject: Our resilience through Q2 |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
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| 977 | 2020-08-00 | GOOG-DOJ-AT-01633805 | GOOG-DOJ-AT-01633830 | Highly Confidential | Google Doc - Ad Spam Strategy (2020 edition) Authors: bjarke@, subir@ Contributors: Ad Spam PM/Eng/T&S teams Last updated: Aug 2020 |
| 978 | 2020-08-00 | GOOG-DOJ-AT-00581461 | GOOG-DOJ-AT-00581472 | Highly Confidential | Google Slide Deck (Aug. 2020) - 2021 GDA Strategy |
| 979 | 2020-08-03 | GOOG-DOJ-AT-02307442 | GOOG-DOJ-AT-02307446 | Highly Confidential | AWBid 2021 Strategy Paper |
| 980 | 2020-08-04 | STR_00000370 | STR_00000392 | Highly Confidential | NHTSA 2020 Impaired Driving Labor Day - Media Buy Summary (Updated August 4, 2020) |
| 981 | 2020-08-11 | DOJ-ADS-B-0000001083 | DOJ-ADS-B-0000001083 | Highly Confidential | Email (Aug. 11, 2020) From: J. Thorne To: R. Shores Subject: Re: [EXTERNAL] Re: Google and mobile format |
| 982 | 2020-08-12 | DOJ-ADS-0000029025 | DOJ-ADS-0000029027 | Highly Confidential | Email (Aug. 12, 2020) From: A. Najafi To: R. Long CC: M. Tiernan Subject: RE: Department of Justice, Antitrust Division |
| 983 | 2020-08-13 | GOOG-DOJ-AT-02641400 | GOOG-DOJ-AT-02641400 | Highly confidential | Google Spreadsheet - Annual DVAA P&L (2017 V8 Forecast) |
| 984 | 2020-08-13 | GOOG-DOJ-AT-00581338 | GOOG-DOJ-AT-00581340 | Highly Confidential | Email (Aug. 13, 2020) From: ariane-noreply To: N. Jayaram Subject: OVERDUE LAUNCH - Please update: [Launch 4032092] Optimizing number of creatives scored through project Phi |
| 985 | 2020-08-14 | GOOG-DOJ-AT-00621267 | GOOG-DOJ-AT-00621269 | Highly Confidential | Why Google Ad Manager does not participate in header bidding |
| 986 | 2020-08-19 | DOJ-ADS-B-0000004696 | DOJ-ADS-B-0000004697 | Highly Confidential | Email (Aug. 19, 2020) From: D. Teslicko To: B. O'Kelley CC: C. Caraco, C. Bond Subject: RE: Department of Justice Interview Request |
| 987 | 2020-08-19 | DOJ-ADS-B-0000047435 | DOJ-ADS-B-0000047435 | Highly Confidential | Meeting Invite (Aug. 19, 2020) Subject: Follow-up Interview with the DOJ Organizer: J. Hogan (ATR) Required Attendees: L. Fisher; R. Pauley; C. Bond |
| 988 | 2020-08-24 | N/A | N/A | Publicly available | Adform Press Release (Aug. 24, 2020): Adform's Proven First-Party ID Solution Is Ready To Solve the Cookie Problem |
| 989 | 2020-08-26 | DOJ-ADS-B-0000018933 | DOJ-ADS-B-0000018934 | Highly Confidential | Email (Aug. 26, 2020) From: T. Chapman To: A. Ray CC: H. Tynes Subject: RE: Microsoft CID No. 30236 Brian Utter Interview |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
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| 990 | 2020-08-27 | TTD_0001901 | TTD_0001908 | Confidential | Email (Jan. 17, 2023) From: J. Benson To: K. Johnson CC: J. Lee, kmccaffrey@reingold.com Re: Media Authorization |
| 991 | 2020-08-28 | GOOG-AT-MDL-B-004565716 | GOOG-AT-MDL-B-004565762 | Highly Confidential | Comms Doc - Smart Shopping campaigns (Full Launch) |
| 992 | 2020-09-00 | GOOG-AT-MDL-B-002263506 | GOOG-AT-MDL-B-002263514 | Highly Confidential | Display Maximize Conversions Launch Doc |
| 993 | 2020-09-00 | N/A | N/A | Publicly available | iab. Report - FAQ for sellers.json and SupplyChain Object |
| 994 | 2020-09-02 | USPS-ADS-0000632284 | USPS-ADS-0000632285 | Highly Confidential | Email (Sep. 2, 2020) From: A. Meehan To: B. Pasco, S. Starr, C. Winters, D. Blockinger, L. Banks CC: A. Della, S. Mojica, E. Greene Subject: [EXTERNA;] RE: Political Mail October Budget Recommendation |
| 995 | 2020-09-02 | VET-AF-ADS-0000150583 | VET-AF-ADS-0000150584 | Highly Confidential | Email (Sep. 2, 2020) From: J. Leamon To: J. Jackson Subject: Fw: do we have updated REACH numbers? |
| 996 | 2020-09-10 | GOOG-AT-MDL-008677305 | GOOG-AT-MDL-008677380 | Highly Confidential | Google Slide Deck - Performance Max campaigns |
| 997 | 2020-09-11 | NYT_TXAG_00000108 | NYT_TXAG_00000115 | Highly Confidential | Slide Deck - Index Exchange Bidder Test Results |
| 998 | 2020-09-11 | BUZZ-LIT-001211 | BUZZ-LIT-001222 | Highly Confidential | The AdTech Monthly Update From: B. Harris To: Dev Team CC: ad-stakeholders |
| 999 | 2020-09-14 | DOJ-ADS-B-0000022031 | DOJ-ADS-B-0000022031 | Highly Confidential | Email (Sep. 14, 2020) From: D. Teslicko To: J. Kanter CC: N. Naser Subject: Re: News Corp |
| 1000 | 2020-09-16 | GOOG-DOJ-AT-00095969 | GOOG-DOJ-AT-00095971 | Highly Confidential | Nirmal Feedback Document |
| 1001 | 2020-09-20 | GOOG-AT-MDL-003813761 | GOOG-AT-MDL-003813787 | Confidential | Ad Traffic Quality Aqs (Last Updated Sep. 20, 2020) |
| 1002 | 2020-09-21 | GOOG-AT-MDL-009756631 | GOOG-AT-MDL-009756634 | Confidential | Notes for Census Case Study |
| 1003 | 2020-09-23 | DOJ-ADS-B-0000006234 | DOJ-ADS-B-0000006335 | Highly Confidential | Email (Sep. 23, 2020) From: J. Thorne To: D. Teslicko Attach: 2020 01 31 antitrust concerns re Google ad-tech pdf |
| 1004 | 2020-09-24 | USPS-ADS-0000196973 | USPS-ADS-0000196974 | Highly Confidential | Email (Sep. 24, 2020) From: L. Catucci To: B. Pasco, C. Karpenko CC: M.I Knopf, K. Lockhart Subject: [EXTERNAL] RE: VBM Display and Digital Video Plan Update |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
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| 1005 | 2020-09-29 | N/A | N/A | Publicly available | Vox Media Press Release (Sep. 29, 2020): Vox Media introduces Concert Ad Manager, a self serve tool for marketers |
| 1006 | 2020-09-30 | GOOG-AT-MDL-007366768 | GOOG-AT-MDL-007366813 | Highly Confidential | EMEA Sellside Business Review (Sep. 30, 2020) |
| 1007 | 2020-10-00 | GOOG-AT-MDL-004255900 | GOOG-AT-MDL-004255904 | Highly Confidential | Google PR Comms Doc: IAB SupplyChain/Sellers.JSON |
| 1008 | 2020-10-00 | GOOG-DOJ-AT-02307363 | GOOG-DOJ-AT-02307412 | Highly Confidential | Google Slide Deck - Off-Platform RTB Strategy for Apps (Oct. 2020) |
| 1009 | 2020-10-01 | GOOG-AT-MDL-019913884 | GOOG-AT-MDL-019913884 | Confidential | Single Slide: Census Auto Bidding Case Study |
| 1010 | 2020-10-01 | DOJ-ADS-B-0000022061 | DOJ-ADS-B-0000022061 | Highly Confidential | Email (Oct. 1, 2020) From: D. Teslicko To: J. Kanter, J. Thorne Subject: Presentation |
| 1011 | 2020-10-05 | DOJ-ADS-B-0000022073 | DOJ-ADS-B-0000022073 | Highly Confidential | Email (Oct. 5, 2020) From: J. Kanter To: D. Teslicko Cc: J. Thorne Subject: Following Up |
| 1012 | 2020-10-07 | DOJ-ADS-B-0000047444 | DOJ-ADS-B-0000047444 | Highly Confidential | Meeting Invite (Oct. 7, 2020) Subject: Interview with the DOJ Organizer: J. Hogan (ATR) Required Attendees: L. Fisher; R. Pauley; C. Bond |
| 1013 | 2020-10-09 | DOJ-ADS-B-0000025100 | DOJ-ADS-B-0000025101 | Highly Confidential | Letter (Oct. 9, 2020) Kanter Law Group To: John Hogan From: Brandon Kressin |
| 1014 | 2020-10-13 | GOOG-DOJ-AT-00585912 | GOOG-DOJ-AT-00585944 | Highly Confidential | Google Slide Deck (Oct. 13, 2020) - Brasilia: A Unified System for Large-Scale Optimal Ad Selection |
| 1015 | 2020-10-18 | ADOBE – CID 30473 – 0000002523 | ADOBE – CID 30473 – 0000002523 | Confidential | Spreadsheet - year/month/impressions/spend |
| 1016 | 2020-10-21 | GOOG-DOJ-AT-01152493 | GOOG-DOJ-AT-01152556 | Highly Confidential | Google Slide Deck - Supply Path Optimization (SPO): A guide to navigating supply in today's complex ecosystem |
| 1017 | 2020-10-30 | N/A | N/A | Publicly available | 6 Questions with Todd Parsons, Criteo |
| 1018 | 2020-10-30 | CENSUS-ADS-0000080950 | CENSUS-ADS-0000081016 | Confidential | Team Y&R Order 15: 2020 Census Paid Media Campaign Final Buy List |
| 1019 | 2020-11-00 | CMS-ADS-0001153897 | CMS-ADS-0001153923 | Highly Confidential | CMS OE November 2020 Invoice Inventory |
| 1020 | 2020-11-00 | GOOG-DOJ-AT-00855803 | GOOG-DOJ-AT-00855813 | Highly Confidential | Google Slide Deck (Nov. 2020) - Display Business Overview |
| 1021 | 2020-11-04 | CENSUS-ADS-0000073778 | CENSUS-ADS-0000073786 | Highly Confidential | Amendment of Solicitation/Modification of Contract (Nov. 21, 2018) Issued by: Bureau of Census, Acquisition Division Contractor: Young & Rubicam LLC |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
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| 1022 | 2020-11-09 | TTD_DOJ-GOOG23-0002302 | TTD_DOJ-GOOG23-0002312 | Highly Confidential - AEO | Email (Nov. 9, 2020) From: C. Tomeny To: J. Dederick, A. Browne, D. Ackerman, J. Kiernan, et al. CC: T. Sims, S. Mogridge, M. Hart, A. Golan, et al. Subject: [Deck and Recording] Sales Leadership Training - JBP Guidelines Attach: JBP Training |
| 1023 | 2020-11-16 | GOOG-DOJ-AT-01468964 | GOOG-DOJ-AT-01469021 | Highly Confidential | Google Slide Deck - IG Performance Follow-Up: Global Compete in partnership with P2 and YTV |
| 1024 | 2020-11-18 | N/A | N/A | Publicly available | U.S. Securities and Exchange Commission, "Financial Reporting Manual Topic 1 – Registrant's Financial Statements" (November 18, 2020) |
| 1025 | 2020-11-19 | GOOG-AT-MDL-008667577 | GOOG-AT-MDL-008667585 | Confidential | Google Slide Deck - Google Display Ads Remarketing |
| 1026 | 2020-11-19 | NHTSA-ADS-0000500223 | NHTSA-ADS-0000500233 | Highly Confidential | Email (Nov. 19, 2020) From: K. Hong To: S. McMeen Subject: ODI and Air Bag Recalls Campaign Performance Reports (Sep. 2019 - Nov. 2020) Attach: Final Air Bag Recalls Fulls Campaign Performance Report (Sep. 2019- Nov. 2020); Final ODI Recalls Full Campaign Performance Report (Sep. 2019 - Nov. 2020) |
| 1027 | 2020-11-20 | GOOG-DOJ-AT-01043056 | GOOG-DOJ-AT-01043058 | Highly Confidential | Background on bid Comms Doc |
| 1028 | 2020-11-24 | CMS-ADS-0000059892 | CMS-ADS-0000059893 | Highly Confidential | Email (Nov. 24, 2020) From: B. Spiegel, E. Blazar, S. Monga, B. Spiegel, T. Morris, S. Edlavitch, L. Salerno, B. Johanson, C. Koepke, T. Ryan, K. Lyons, H. Baier Subject: RE: CMS Paid Media Report (New) Attach: Cross Channel - HealthCareGov Report - 2020 11 24; Paid Media - HealthCareGov Weekly Report 11.24.20 |
| 1029 | 2020-11-25 | GOOG-AT-MDL-008867586 | GOOG-AT-MDL-008867630 | Confidential | Google Slide Deck - An Overview of Display: Complete Product Offerings |
| 1030 | 2020-12-00 | GOOG-AT-MDL-009406248 | GOOG-AT-MDL-009406261 | Highly Confidential | Google Slide Deck - 2020 Census: Media Strategy & Impact Summary December 2020 |
| 1031 | 2020-12-00 | REDDIT_000931 | REDDIT_000931 | Highly Confidential | Reddit Spreadsheet- Rev figures |
| 1032 | 2020-12-01 | CENSUS-ADS-0000366100 | CENSUS-ADS-0000366354 | Highly Confidential | Integrated Communications Contract Order 18: Campaign Monitoring and Optimization Final Report |
| 1033 | 2020-12-02 | CENSUS-ADS-0000347549 | CENSUS-ADS-0000347692 | Highly Confidential | Y&R Invoice (Dec. 2, 2020) |
| 1034 | 2020-12-04 | GOOG-AT-MDL-008667631 | GOOG-AT-MDL-008667648 | Confidential | Google Slide Deck (2020) - Growing your Business with Audiences: Google Ads Audience Solutions, 2020 Narrative |
| 1035 | 2020-12-04 | N/A | N/A | Publicly available | Google Blog Post (Dec. 4, 2020): D. Kantak, How Google Search ads work |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
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| 1036 | 2020-12-11 | GOOG-DOJ-AT-02639476 | GOOG-DOJ-AT-02639513 | Highly Confidential | Google Slide Deck (Spring 2020) - Future of Display: Defining the Future of Display in context of privacy, antitrust and competition |
| 1037 | 2020-12-22 | NHTSA-ADS-0000373277 | NHTSA-ADS-0000373280 | Highly Confidential | Email (Dec. 22, 2020) From: M. Joyce To: S. McMeen CC: K. Hone, M. Joyce Subject: 2021 ODI and NCAP Media Plans Fro Review Attach: NHTSA Geotargeted Air Bag Recalls Media Plan; NHTSA NCAP Paid Search Media Plan |
| 1038 | 2021-00-00 | GOOG-AT-MDL-000011823 | GOOG-AT-MDL-000011890 | Highly Confidential | Advertiser Perceptions Slide Deck - SSP: Supply-Side Platforms Study: Wave 7 2021 |
| 1039 | 2021-00-00 | GOOG-AT-MDL-002182530 | GOOG-AT-MDL-002182532 | Confidential | 2021 Ads P&L Outlook - V8 |
| 1040 | 2021-00-00 | GOOG-AT-MDL-006037366 | GOOG-AT-MDL-006037373 | Highly Confidential | Canada Executive Briefing - 2021 Programmatic Business Risk Analysis |
| 1041 | 2021-00-00 | GOOG-AT-MDL-008928778 | GOOG-AT-MDL-008928778 | Highly Confidential | Google Ads P&L 2021 |
| 1042 | 2021-00-00 | GOOG-AT-MDL-019147892 | GOOG-AT-MDL-019147974 | Highly Confidential | Google Slide deck - SMBP / IPG 2021 Business Plan |
| 1043 | 2021-00-00 | GOOG-DOJ-AT-00683992 | GOOG-DOJ-AT-00684012 | Highly Confidential | Google Slide deck - 2021 Global Display Plan |
| 1044 | 2021-00-00 | GOOG-DOJ-AT-02524665 | GOOG-DOJ-AT-02524749 | Highly Confidential | Advertiser Perceptions Slide Deck - DSP Report: Demand-Side |
| 1045 | 2021-00-00 | GROUPM 00000226 | GROUPM 00000286 | Highly Confidential | U.S. Media Landscape Q2 2021 Presentation |
| 1046 | 2021-00-00 | NHTSA-ADS-0000301226 | NHTSA-ADS-0000301229 | Confidential | NHTSA (2021) Winter Holiday Impaired Driving 2021 High-Visibility Enforcement Campaign Media Buy Summary Addendum |
| 1047 | 2021-00-00 | N/A | N/A | Publicly available | Magnite Website: You work hard to build your audience. Together, we'll make every impression count. |
| 1048 | 2021-01-00 | GOOG-AT-MDL-004347222 | GOOG-AT-MDL-004347222 | Highly Confidential | Doc re: Impact of 2020 VA PREVENTS Campaign and DVIP for 2021 Campaign |
| 1049 | 2021-01-00 | GOOG-DOJ-AT-00037032 | GOOG-DOJ-AT-00037065 | Highly Confidential | Web 2021 Product and Business Strategy |
| 1050 | 2021-01-00 | N/A | N/A | Publicly available | eMarketer, US Programmatic Digital Display Advertising Outlook 2021: Spending and Trends (Jan. 2021) |
| 1051 | 2021-01-07 | TTD_DOJ-GOOG23-0003447 | TTD_DOJ-GOOG23-0003448 | Highly Confidential - AEO | Email (Jan. 7, 2021) From: K. Manzo To: A. Browne CC: D. Privitera Subject: Notes/recap from L'Oreal prep meeting with Huanne |
| 1052 | 2021-01-08 | GOOG-AT-MDL-001413738 | GOOG-AT-MDL-001413750 | Highly Confidential | Bidding out architecture |
| 1053 | 2021-01-20 | GOOG-AT-MDL-009703214 | GOOG-AT-MDL-009703225 | Highly Confidential | Google Slide Deck (Jan. 20, 2021) - The Trade Desk - Competitive overview |
| 1054 | 2021-01-22 | GOOG-DOJ-AT-00585809 | GOOG-DOJ-AT-00585835 | Highly Confidential | Google Slide Deck - Auctions in Display Ads |
| 1055 | 2021-01-26 | N/A | N/A | Publicly available | Publishers Have a Window of Opportunity to Change Google and Facebook |
| 1056 | 2021-01-27 | GOOG-DOJ-AT-01636529 | GOOG-DOJ-AT-01636569 | Highly Confidential | Google Slide Deck - Buyer Transparency Overview (Jan. 27, 2021) |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
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| 1057 | 2021-01-28 | CMS-ADS-0000373744 | CMS-ADS-0000373745 | Highly Confidential | Email (Jan. 28, 2021) From: S. Edlavitch To: E. Blazar, B. Johanson, B. Spiegel, S. Egan CC: T. Ryan Subject: RE: OE8 Campaign results |
| 1058 | 2021-01-29 | TTD_DOJ-GOOG23-0005337 | TTD_DOJ-GOOG23-0005340 | Highly Confidential - AEO | Email (Jan. 29, 2021) From: J. O'Hurley To: J. Dederick, M. Harper Subject: Re: Pepsi/Walmart/TTD Partnership |
| 1059 | 2021-02-00 | GOOG-AT-MDL-009590561 | GOOG-AT-MDL-009590577 | Confidential | Google Slide Deck (Feb. 2021) - Pixel Q4-20 |
| 1060 | 2021-02-00 | GOOG-AT-MDL-018881467 | GOOG-AT-MDL-018881486 | Highly Confidential | Google Slide Deck (Feb. 2021) - GCAD Insights: Competing with Tik Tok Globally |
| 1061 | 2021-02-00 | GOOG-DOJ-AT-00330626 | GOOG-DOJ-AT-00330692 | Highly Confidential | Google Slide Deck (Feb. 2021) - Google Display Advertisers 101 |
| 1062 | 2021-02-00 | GOOG-DOJ-AT-00808556 | GOOG-DOJ-AT-00808576 | Highly Confidential | Google Doc - AdSpam Strategy 2021+ |
| 1063 | 2021-02-01 | GOOG-AT-MDL-019566844 | GOOG-AT-MDL-019566850 | Highly Confidential | Internal Google Marketing Platform Order Form - Advertising Services |
| 1064 | 2021-02-02 | N/A | N/A | Publicly available | Alphabet Inc. Form 10-K for the fiscal year ended December 31, 2020 |
| 1065 | 2021-02-03 | DOJ-ADS-B-0000036563 | DOJ-ADS-B-0000036562 | Highly Confidential | Meeting Invite (Feb. 3 2021) Subject: Interview with the DOJ Organizer: R. Pauley Required Attendees: J. Hogan |
| 1066 | 2021-02-04 | MAGNITE-00014374 | MAGNITE-00014406 | Highly Confidential | Slide Deck - Project Rover / Elmo Reverse Due Diligence |
| 1067 | 2021-02-11 | DOJ-ADS-0000030075 | DOJ-ADS-0000030077 | Highly Confidential | Email (Feb. 11, 2021) From: M. Wolin To: J. Metzger Subject: RE: Inquiry from U.S. Department of Justice |
| 1068 | 2021-02-22 | DOJ-ADS-0000026985 | DOJ-ADS-0000026986 | Highly Confidential | Email (Feb. 22, 2021) From: J. Hogan To: D. Forrester Cc: K. Seo, B. Kressin Subject: RE: Call with Magnite/Kanter Law Group |
| 1069 | 2021-02-24 | NAVY-ADS-0000174029 | NAVY-ADS-0000174060 | Highly Confidential | Email (Feb. 24, 2021) From: A. Owens To: A. Owens Subject: January EOM Analytics Report Attach: EOM Analytics Assessment January 2021 |
| 1070 | 2021-02-25 | GOOG-AT-MDL-019280087 | GOOG-AT-MDL-019280117 | Highly Confidential | Master PRD: Ubervsual Campaign V1 |
| 1071 | 2021-02-26 | N/A | N/A | Publicly available | Criteo 2020 10-K |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
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| 1072 | 2021-03-01 | NHTSA-ADS-0000164808 | NHTSA-ADS-0000164852 | Highly Confidential | Email (Mar. 1, 2021) From: C. Wedel To: S. McMeen, K. Hong, E. Nilsson, L. Millen CC: B. Dzu, M. Hunter, A. Palmer Baum, C. Williams, G. Milan, J. Riti Subject: NHTSA Campaign Scorecards - FY20 Year-End Attach: HTSA Campaign Scorecard_BUZZfeed FY20; NHTSA Campaign Scorecard; NHTSA Campaign Scorecard |
| 1073 | 2021-03-03 | GOOG-AT-MDL-009590544 | GOOG-AT-MDL-009590558 | Confidential | Google Slide Deck (Mar. 3, 2021) - Nest US Q4 2020 PCA |
| 1074 | 2021-03-03 | CENSUS-ADS-0000687538 | CENSUS-ADS-0000687586 | Highly Confidential | Email (Mar. 3, 2021) From: J. Cole To: K. Reynolds Subject: Deliverable: OR 8 Final Report |
| 1075 | 2021-03-04 | TTD_DOJ-GOOG23-0006113 | TTD_DOJ-GOOG23-0006115 | Highly Confidential - AEO | Email (Mar. 4, 2021) From: J. Green To: R. Shenan CC: J. Dederick Subject: Re: IAB ALM Google Interview |
| 1076 | 2021-03-05 | DOJ-ADS-0000002883 | DOJ-ADS-0000002885 | Highly Confidential | Email (Mar. 5, 2021) From: B. Tappan To: D. Teslicko Subject: RE: CID |
| 1077 | 2021-03-05 | TTD_DOJ-GOOG23-0006153 | TTD_DOJ-GOOG23-0006153 | Highly Confidential - AEO | Email (Mar. 5, 2021) From: J. Foyler To: J. Dederick, A. Savani CC: T. Sims, K. Manzo, T. Kelly Subject: RE: AdX inventory re: google announcement |
| 1078 | 2021-03-08 | TTD_DOJ-GOOG23-0006277 | TTD_DOJ-GOOG23-0006278 | Highly Confidential - AEO | Email (Mar. 8, 2021) From: K. Manzo To: A. Browne Subject: FW: AdX inventory re: google announcement |
| 1079 | 2021-03-09 | GOOG-DOJ-AT-01502155 | GOOG-DOJ-AT-01502155 | Highly Confidential | Open Bidding |
| 1080 | 2021-03-17 | N/A | N/A | Publicly available | 2020 Ads Safety Report, Google |
| 1081 | 2021-03-19 | NAVY-ADS-0000012235 | NAVY-ADS-0000012407 | Highly Confidential | Email (Mar. 19, 2021) From: C. Edmondson To: A. Lacroce Subject: [Non-DoD Source] Request for Proposal (RFP) N00189-20-R-Z020 VML Y&R Proposal Volumes I and II Attach: Navy Doc - Navy Marketing and Advertising (M&A Program) |
| 1082 | 2021-03-23 | GOOG-AT-MDL-006724594 | GOOG-AT-MDL-006724605 | Highly Confidential | [Comms Doc] - Sellers.json - go/sellers-json-sscomms |
| 1083 | 2021-03-29 | MSFT-LIT-0000028835 | MSFT-LIT-0000028835 | Highly Confidential - AEO | Slide Deck - Xandr Ad Server Supplement |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
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| 1084 | 2021-03-30 | TTD_DOJ-GOOG23-0006794 | TTD_DOJ-GOOG23-0006795 | Highly Confidential - AEO | Email (Mar. 30, 2021) From: D. Ackerman To: J. Dederick, A. Browne, M. West Subject: Re: Google |
| 1085 | 2021-03-30 | GOOG-AT-MDL-006026324 | GOOG-AT-MDL-006026325 | Highly Confidential | Email (Mar. 30, 2021) From: P. Bjorke To: E. Lau CC: A. An, M. Georgiadis, H. Garon, et al. Subject: Re: [drx-pm] [Launched] SupplyChain Object is now supported! |
| 1086 | 2021-04-15 | GOOG-AT-MDL-004285510 | GOOG-AT-MDL-004285513 | Confidential | Google Ad Manager [Comms Doc] - GPT Delayed Rendering On Hiding Pages (Desktop) |
| 1087 | 2021-04-15 | TTD_DOJ-GOOG23-0007208 | TTD_DOJ-GOOG23-0007211 | Highly Confidential - AEO | Email (Apr. 15, 2021) From: D. Callahan To: M. Blacker Subject: Re: FOX/TTD Product Meeting |
| 1088 | 2021-04-19 | NAVY-ADS-0000256935 | NAVY-ADS-0000257031 | Highly Confidential | Order Form (Apr. 19, 2021) Issued by: Navsup FLC Norfolk Philadelphia Office Deliver to: Navy Recruiting Command |
| 1089 | 2021-04-20 | DOJ-ADS-0000005127 | DOJ-ADS-0000005128 | Highly Confidential | Email (Apr. 20, 2021) From: D. Teslicko To: J. Thorne Subject: RE: [External] Activity in Case 1:21-cv-03446 Associated Newspapers Ltd et al v. Google LLC et al Complaint |
| 1090 | 2021-04-22 | NAVY-ADS-0000219026 | NAVY-ADS-0000219173 | Highly Confidential | Email (Apr. 22, 2021) From: A. Owens To: D. Curry-Stewart Subject: FW: Award of M&A contract Attach: Advertising Services Contract Attachments 1-13 dtd Jan 2020 rev 5 |
| 1091 | 2021-04-23 | MSFT-LIT-0000033249 | MSFT-LIT-0000033254 | Highly Confidential - AEO | Document re Auction Mechanics |
| 1092 | 2021-05-06 | N/A | N/A | Publicly Available | NewsCorp Quarterly Results Q3 FY 2021 |
| 1093 | 2021-05-10 | N/A | N/A | Publicly available | Press Release, The Trade Desk Reports First Quarter Financial Results (May 10, 2021) |
| 1094 | 2021-05-21 | NAVY-ADS-000019114 | NAVY-ADS-000019182 | Highly Confidential | Email (May 21, 2021) From: P. Garlinghouse To: P. Garlinghouse, Navy Team, A. Owens, S. Milliet, S. Leslie, A. Paige-Powers Subject: June/July Media Plan Recommendation Attach: Navy Tactical Reco June-July Final |
| 1095 | 2021-05-27 | N/A | N/A | Publicly available | 2020 Census Integrated Communications Plan Final Report |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
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| 1096 | 2021-06-00 | GOOG-AT-MDL-015434630 | GOOG-AT-MDL-015434693 | Confidential | Google Slide Deck (June 2021) AIR: Advertiser Intelligence Report |
| 1097 | 2021-06-00 | GOOG-AT-MDL-017600864 | GOOG-AT-MDL-017600930 | Highly Confidential | Google Slide Deck (June, 2021) - Let's Talk About Supply Chain Transparency |
| 1098 | 2021-06-00 | GOOG-DOJ-AT-02225544 | GOOG-DOJ-AT-02225546 | Highly Confidential | Goal: An attempt from eng to document headwinds of project yavin |
| 1099 | 2021-06-00 | NEWSCORP_GOOG_0000889 | NEWSCORP_GOOG_0000909 | Highly Confidential | Slide Deck (June 2021) - Cookieless World: Solutions |
| 1100 | 2021-06-01 | N/A | N/A | Publicly available | Avoiding A Bad Google Breakup |
| 1101 | 2021-06-10 | CENSUS-ADS-0000350928 | CENSUS-ADS-0000350963 | Highly Confidential | Y&R Invoice (June 10, 2021) |
| 1102 | 2021-06-14 | VET-AF-ADS-0000027459 | VET-AF-ADS-0000027467 | Highly Confidential | Email (June 14, 2021) From: E. Stoltz To: R. Herrera, K. South CC: A. Schweitzer, S. Schwartz, A. Pedersen Subject: Suicide Prevention May 2021 Paid Media Report Attach: Suicide Prevention Paid Media Metrics by Month - May 2021 |
| 1103 | 2021-06-15 | TTD_DOJ-GOOG23-0007860 | TTD_DOJ-GOOG23-0007863 | Highly Confidential - AEO | Email (June 15, 2021) From: M. Melhus To: L. Kannawin CC: Team Choozle, K. Boshart, J. Hansen Subject: Re: Google Exclusion Question |
| 1104 | 2021-06-16 | VET-AF-ADS-0000122732 | VET-AF-ADS-0000122747 | Highly Confidential | Email (June 16, 2021) From: E. Stoltz To: R. Herrera, K. South CC: A. Schweitzer, S. Schwartz, A. Pedersen Subject: SPM Media Plan Attach: 2021 Suicide Prevention Month Paid Media Plan |
| 1105 | 2022-00-00 | GOOG-AT-MDL-008671842 | GOOG-AT-MDL-008671852 | Confidential | Sarah Stefaniu 2022 Q1 Feedback |
| 1106 | 2021-06-18 | USPS-ADS-0000713476 | USPS-ADS-0000713481 | Highly Confidential | Email (June 18, 2021) From: B. Pasco To: S. Holman, C. Karpenko CC: F. Corcoran, T. Polling Subject: USPS Connect - Remaining Channel Recommendation Attach: FY21 - USPS Connect Local Plan Recommendation |
| 1107 | 2021-06-21 | USAF-ADS-0000771834 | USAF-ADS-00007718340043__004 | Highly Confidential | Solicitation, Offer, and Award Contract Contract Number: FA00218D0008 Issued By: FA3002 338 ESS CC |
| 1108 | 2021-06-22 | COM-00000236 | COM-00000269 | Highly Confidential | Slide Deck (June 22, 2021) - Cookieless Future Preparation Comcast Divisional Overview |
| 1109 | 2021-06-22 | N/A | N/A | Publicly available | TikTok blog post (June 22, 2021): Introducing TikTok brand lift study to measure the moments that matter most, |
| 1110 | 2021-06-25 | GOOG-DOJ-AT-02433387 | GOOG-DOJ-AT-02433414 | Highly Confidential | Google Slide Deck (Jun 25, 2021) - DV3 Brasilia Update: A Unified System for Large-Scale Optimal Ad Selection |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
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| 1111 | 2021-07-00 | OpenX-00004679 | OpenX-00004743 | Highly Confidential | Slide Deck (July 2021) - Strategic Overview |
| 1112 | 2021-07-01 | N/A | N/A | Publicly available | Magnite Press Release (July 1, 2021): Magnite Acquires SpringServe, A Leader in CTV Ad Serving Technology |
| 1113 | 2021-07-02 | ARMY-ADS-0000245860 | ARMY-ADS-0000245871 | Highly Confidential | Email (July 2, 2021) From: R. Davis To: K. Graves CC: L. Moody, G. Wood, J. Pollock, F. McGurran, C. Blackwell, et al. Subject: RE: [Non-DoD Source] National Media REA Privileged and Confidential Attach: DDB - OMD REA 2 Jul. 21 Exhibit 1; etc. |
| 1114 | 2021-07-12 | CMS-ADS-0000380931 | CMS-ADS-0000380932 | Confidential | Email (July 12, 2021) From: S. Edlavitch To: E. Blazar CC: T. Ryan, B. Johanson Subject: CMS: SEP-Agency of Record Attach: CMS_AOR-Resolute Letter |
| 1115 | 2021-07-15 | DOJ-ADS-0000005321 | DOJ-ADS-0000005323 | Highly Confidential | Email (July 15, 2021) From: J. Thorne To: D. Teslicko Subject: RE: Daily Mail |
| 1116 | 2021-07-22 | MAGNITE-00001879 | MAGNITE-00001955 | Highly Confidential | Slide Deck - Board of Directors Meeting |
| 1117 | 2021-07-23 | ARMY-ADS-0000182974 | ARMY-ADS-0000183078 | Highly Confidential | Email (July 23, 2021) From: E. Bridenstine To: L. Morris, L. Hanaper, J. Crimmins, R. Green, et al. Subject: [Non-DoD Source] FY22 Upfront OCT- Nov. budgets Attach: 21 National Media Activity 1.2 Compo 1 Flowchart (June 2021), FY21 Paid National Media Tactical Recommendation, Upfront Overview 29 APR 2021 |
| 1118 | 2021-07-26 | GOOG-AT-MDL-008930621 | GOOG-AT-MDL-008930628 | Confidential | Accounting Memo: Principal vs. Agent - Google Ads (AdSense / AdMob / Ad Manager) Issue Owner: Sadaf Fazal / Matthew Ziotkin |
| 1119 | 2021-08-00 | GOOG-AT-MDL-003382846 | GOOG-AT-MDL-003382847 | Confidential | Ad Spam Mission and Goals |
| 1120 | 2021-08-00 | GOOG-AT-MDL-006876286 | GOOG-AT-MDL-006876319 | No designation | Google Slide Deck (August, 2021) - Value for Service - review of allocation proposals |
| 1121 | 2021-08-04 | GOOG-DOJ-AT-02324779 | GOOG-DOJ-AT-02324783 | Highly Confidential | Sellside Launch Doc: Demand Product |
| 1122 | 2021-08-05 | N/A | N/A | Publicly available | M. Shaugnessy, France Paves The Way For More Action Against Google's Unfair Practices |
| 1123 | 2021-08-05 | N/A | N/A | Publicly available | Refinitiv Street events, "Q2 2021 Magnite Inc Earnings Call" (Aug. 05, 2021) |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
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| 1124 | 2021-08-05 | N/A | N/A | Publicly available | Refinitiv Street events - Edited Transcript MGNI.OQ - Q2 2021 Magnite Inc. Earnings Call Event Date Time/ August 5, 2021/8:30PM |
| 1125 | 2021-08-09 | GOOG-AT-MDL-008668309 | GOOG-AT-MDL-008668313 | Confidential | Email (Aug. 9, 2021) From: S. Stefaniu To: M. Zhuohan CC: C. Howard, S. Schwartz, C. Sardella, M. Westervelt Subject: Re: Unusal & Large Volumes of Invalid Activities on MTC Invoices |
| 1126 | 2021-08-11 | GOOG-DOJ-AT-02427435 | GOOG-DOJ-AT-02427436 | Highly Confidential | Reduce AdX Dynamic Revshare Holdback to 5% |
| 1127 | 2011-08-11 | GOOG-DOJ-AT-02442921 | GOOG-DOJ-AT-02442947 | Highly Confidential | Google Slide Deck - Poirot model update for CTV traffic |
| 1128 | 2021-08-12 | MAGNITE-00005773 | MAGNITE-00005831 | Highly Confidential | Slide Deck (Aug. 12, 2021) - August All Hands |
| 1129 | 2021-08-19 | MSFT-LIT-0000039449 | MSFT-LIT-0000039449 | Highly Confidential - AEO | Slide Deck - Google Import Feature Guide |
| 1130 | 2021-08-19 | GOOG-AT-MDL-006802018 | GOOG-AT-MDL-006802019 | Highly Confidential | Email (Aug. 19, 2021) From: E. Li To: S. Cuthbertson, et al. Subject: GoldenEye: Launched on First 2 Exchanges |
| 1131 | 2021-09-00 | CMS-ADS-0001139301 | CMS-ADS-0001139302 | Highly Confidential | CMS Client Authorization to Buy #1 Agency: Weber Shandwick Client: Centers for Medicare & Medicaid Services Client Code/ Product Code: CMS HealthCare.gov Sep. Outreach and Education Campaign |
| 1132 | 2021-09-00 | GOOG-AT-MDL-007452487 | GOOG-AT-MDL-007452527 | Confidential | Slide Deck (September 2021) - ALCS 2022 Planning - 2022 Priorities |
| 1133 | 2021-09-00 | GOOG-AT-MDL-008930806 | GOOG-AT-MDL-008930823 | Confidential | Section: Revenues Policy: Ads Revenue Recognition (Gross vs. Net) Effective Date: October 1, 2017 Revised on: September 2021 |
| 1134 | 2021-09-10 | VET-AF-ADS-0000461239 | VET-AF-ADS-0000461287 | Highly Confidential | Contact/Order for Commercial Items Awarded: 09-10-2021 Issued by: Strategic Acquisition Center - Frederick Department of Veterans Affairs |
| 1135 | 2021-09-23 | MSFT-LIT-0000005457 | MSFT-LIT-0000005457 | Highly Confidential - AEO | Slide Deck - MSAN and Gaming: Programmatic Native & Video Advertising |
| 1136 | 2021-09-13 | DOJ-ADS-0000005512 | DOJ-ADS-0000005517 | Highly Confidential | Email (Sep. 13, 2021) From: J. Thorne To: D. Teslicko Subject: additional indication of market power Attach: 2021 09 13 Google price unvariability |
| 1137 | 2021-09-15 | MAGNITE-00016580 | MAGNITE-00016704 | Highly Confidential | Slide Deck (Sep. 15, 2021) - Investor Day |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
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| 1138 | 2021-09-20 | CMS-ADS-0000350837 | CMS-ADS-0000350838 | Highly Confidential | Email (Sep. 20, 2021) From: C. Koepke To: B. Johanson, L. Salemo Subject: Media Buy |
| 1139 | 2021-09-23 | TTD_DOJ-GOOG23-0009828 | TTD_DOJ-GOOG23-0009830 | Highly Confidential - AEO | Email (Sep. 23, 2021) From: S. Kim To: M. McCauley CC: AdOps, Global SSP Subject: RE: Advance Local + TTD Programmatic Partnerships Intro Multi Format Ad Requests Issue with TTD + Google |
| 1140 | 2021-09-24 | ARMY-ADS-0000179830 | ARMY-ADS-0000179831 | Highly Confidential | Email (Sep. 24, 2021) From: K. Kapshandy To: L. Morris, K. Nelson CC: J. Crimmins, G. Wood, G. Wright, E. Bridestine, L. Hanaper, R. Green, J. Monlina, A. Goddard Subject: Delivery MMM Q3 FY21 Optimization Tracker |
| 1141 | 2021-09-27 | ARMY-ADS-0000071884 | ARMY-ADS-0000071884947 | Highly Confidential | Email (Sep. 27, 2021) From: L. Morris To: K. Nelson Subject: Editorial article - Remezcla CDT Daisy Aguilar-Gonzalez R3 Review |
| 1142 | 2021-10-00 | MSFT-LIT-0000000874 | MSFT-LIT-0000000895 | Highly Confidential | Google Slide Deck (Oct. 2021) - Xandr Bidder Strategy Assessment |
| 1143 | 2021-10-01 | GOOG-AT-MDL-008930629 | GOOG-AT-MDL-008930641 | Confidential | Accounting Memo: Principal vs. Agent - Authorized Buyers and Open Bidding Related Accounting Policy: 2.02.2 Ads Gross vs Net Revenue Policy - ASC 606 |
| 1144 | 2021-10-05 | GOOG-DOJ-AT-02480338 | GOOG-DOJ-AT-02480357 | Highly Confidential | Google Slide Deck - Poirot Launch Metrics |
| 1145 | 2021-10-05 | GOOG-DOJ-AT-02480384 | GOOG-DOJ-AT-02480386 | Highly Confidential | Executive summary Poirot v3 |
| 1146 | 2021-10-05 | GOOG-DOJ-AT-02512856 | GOOG-DOJ-AT-02512859 | Highly Confidential | Poirot Modeling Design Doc gTrade team |
| 1147 | 2021-10-05 | GOOG-DOJ-AT-02517288 | GOOG-DOJ-AT-02517331 | Highly Confidential | Launch Doc: Maximal Layout with Custom Close Button |
| 1148 | 2021-10-10 | N/A | N/A | Publicly available | Press Release, Russian Cybercriminal Sentenced to 10 Years in Prison for Digital Advertising Fraud Scheme, United States Attorney's Office for the Eastern District of New York |
| 1149 | 2021-10-12 | GOOG-AT-MDL-002982611 | GOOG-AT-MDL-002982624 | Confidential | Google Slide Deck (Oct. 12, 2021) - Q4 Competitive Fact Pact Table of Content |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
|-------|------------|-----------------------|-----------------------|-----------------------------|---|
| 1150 | 2021-10-21 | ARMY-ADS-0000177268 | ARMY-ADS-0000177490 | Highly Confidential | Email (Oct. 21, 2021) From: E. Bridenstine To: L. Morris, K. Nelson, J. Muir, G. Wright CC: R. Green, J. Molina, N. Broler, L. Hanaper, D. Atanda, J. Crimmins, M. Fischer Subject: Delivery FY22 Tactical Media Presentations Attach: 2022 Paid National Media Tactical Recommendation ASL Presentation |
| 1151 | 2021-10-25 | OMD_000236 | OMD_000421 | Highly Confidential - AEO | Slide Deck (Oct. 25, 2021) - 21 NMTF - FY22 Paid National Media Tactical Recommendation |
| 1152 | 2021-10-25 | USAF-ADS-0000022405 | USAF-ADS-0000022485 | Highly Confidential | Email (Oct. 25, 2021) From: R. Norah To: B. Dickey, L. Stott, M. Guhr CC: B. Bradbury, B. Zieman, T. Talamantez Subject: [Non-DoD- Source] TO 47 SSM media plan with cinema (Top Gun/Maverick release) for review Attach: (Cinema Revision) 47 SSM Media Strategy & Recommendation |
| 1153 | 2021-10-31 | TAMU 000537 | TAMU 000577 | Confidential | Texas A&M - Google Statement Summary for Oct. 1, 2021 - Oct. 31, 2021 |
| 1154 | 2021-11-00 | GOOG-AT-MDL-003831574 | GOOG-AT-MDL-003831629 | Confidential | Google Slide Deck (Nov. 2021) - 2021 LPS CSAT - Global Insights |
| 1155 | 2021-11-04 | OMD_000422 | OMD_000422 | Highly Confidential - AEO | Budget Order (Nov. 4, 2021) Billing customer: OMD USA LLC Product Account: AlwaysOn_AMD |
| 1156 | 2021-11-12 | GOOG-AT-MDL-006299873 | GOOG-AT-MDL-006299874 | Highly Confidential | Email (Nov. 12, 2021) From: P. BJORKE To: Ad Spam Eng, trust safety-adspam, etc. BCC: J. Spero Subject: (FYI) The end of a 5 years long journey: The last chapter of the Methbot and 3ev (Chefbot) saga |
| 1157 | 2021-11-16 | N/A | N/A | Publicly available | Index Exchange Press Release (Nov. 16, 2021): Index Exchange Build 'Exchange of the Future,' Scaling its Omnichannel Capabilities for New Channels and Creative Formats |
| 1158 | 2021-11-16 | USPS-ADS-0000029221 | USPS-ADS-0000029226 | Confidential | Email (Nov. 16, 2021) From: T. McLeod To: S. Monteith, S. Holman, C. Karpenko, B. Pasco, S. Chang CC: M. Knopf, R. McGirr, R. Lee, L. Catucci, L. Ernst, F. Anwar, J. Allen Subject: Flash PV: Q3 Digital Earnings & Facebook's Rebrand |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
|-------|------------|------------------------|--------------------------|-----------------------------|---|
| 1159 | 2021-11-16 | GOOG-AT-MDL-001460052 | GOOG-AT-MDL-001460105 | Highly Confidential | Email (Nov. 16, 2021) From: L. Fisher To: A. Shellhammer CC: M. Vellardito, K. Mannion Subject: Re: Advertiser Perceptions / Google SSP Read-out Attach: Google Slide Deck - Advertiser Perceptions (Wave 8) SSP: Supply-Side Platforms Study |
| 1160 | 2021-11-18 | TTD_DOJ-GOOG23-0014525 | TTD_DOJ-GOOG23-0014528 | Highly Confidential - AEO | Email (Nov. 18, 2021) From: J. Green To: P. Snare, J. Dederick, D. Pickles, M. Hulst, T. Sims, et al. CC: K. Shackelford, T. Frohman Subject: Re: Notice of Award: TCCC Dsp |
| 1161 | 2021-11-22 | USAF-ADS-0000771565 | USAF-ADS-0000771565_0004 | Highly Confidential | GSD&M Invoice (Nov. 22, 2021) COTR: Captain Rico Lane Invoice #: 0034-16 Due Date: 12/22/2021 |
| 1162 | 2021-11-22 | TTD_D0J-GOOG23-0001039 | TTD_D0J-GOOG23-0001052 | Highly Confidential - AEO | Introduction sheet to the OpenPath Publisher Terms & Conditions |
| 1163 | 2021-11-29 | ARMY-ADS-0000336340 | ARMY-ADS-0000336660 | Confidential | Email (Nov. 29, 2021) From: L. Morris To: L. Green CC: N. Miner, M. Weber, J. Horning, J. Oliver Subject: Documents (Unclassified) Attach: 2022 Paid National Media Strategy TOTAL ARMY - 21 JUL 2021; 2022 Paid National Media Tactical Recommendation ASL 22 OCT; FY 21 (27 SEP21-25 Sep. 22); National Media Upfront Tactical WIP Checkin 2 8-19-21 FY 22-24 AMP - FINAL |
| 1164 | 2021-11-30 | ARMY-ADS-0000176297 | ARMY-ADS-0000176415 | Highly Confidential | Email (Nov. 30, 2021) From: A. Clayton To: L. Morris CC: G. Wood, G. Wright, J. Pollock, M. Pollock, F. McGurran, et al. Subject: FW: [Non-DoD Source] Attach: A1001907 |
| 1165 | 2021-12-00 | GOOG-AT-MDL-001950473 | GOOG-AT-MDL-001950510 | Highly Confidential | Google Slide Deck (Dec. 2021) - Display Ads Finance - APF Homesite Dec'21 |
| 1166 | 2021-12-00 | GOOG-AT-MDL-006273722 | GOOG-AT-MDL-006273756 | Highly Confidential | Google Slide Deck (Dec. 2021) - Ads Privacy Competitive Landscape |
| 1167 | 2021-12-00 | N/A | N/A | Publicly available | Google Ads Policies, Google Support Center |
| 1168 | 2021-12-01 | NAVY-ADS-0000012880 | NAVY-ADS-0000012925 | Highly Confidential | Amendment of Solicitation/Modification of Contract (Dec. 1, 2021) Issued By: Navsup Contractor: Young & Rubicam LLC |
| 1169 | 2021-12-03 | GOOG-AT-MDL-006192360 | GOOG-AT-MDL-006192366 | Highly Confidential | GPX: Tuneln (GP21-089) |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
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| 1170 | 2021-12-07 | TTD_DOJ-GOOG23-0001523 | TTD_DOJ-GOOG23-0001539 | Highly Confidential - AEO | Slide deck - OpenPath Strategy Meeting |
| 1171 | 2021-12-09 | GOOG-AT-MDL-002151866 | GOOG-AT-MDL-002151867 | Confidential | Email (Dec. 9, 2021) From: J. Birnbaum To: S. Lee CC: V. Abney Subject: Re: Zynga - Platform options & likelihood |
| 1172 | 2021-12-10 | ARMY-ADS-0000187048 | ARMY-ADS-0000187065 | Highly Confidential | Slide Deck (Dec. 10, 2021) - The U.S. Army - FY21 Q4 Marketing Mix Modeling: National Paid Media Utilization Assessment |
| 1173 | 2021-12-16 | GOOG-AT-MDL-009537448 | GOOG-AT-MDL-009537448 | Confidential | Google Spreadsheet - Reallocating from Linear TV |
| 1174 | 2021-12-20 | NAVY-ADS-0000249484 | NAVY-ADS-0000249522 | Highly Confidential | Y&R Digital Media Bill (Dec. 20, 2021) Client: Navy |
| 1175 | 2021-12-21 | N/A | N/A | Publicly available | Microsoft Advertising Blog Post (Dec. 21, 2021): M. Parakhin, Microsoft to acquire Xandr to accelerate delivery of digital advertising and retail media solutions |
| 1176 | 2021-12-30 | USPS-ADS-0000529112 | USPS-ADS-0000529186 | Highly Confidential | Order Solicitation Offer/Award (Dec. 12, 2021) Issued by: Advertising & Creative Services Professional & Technical Service CMC Supplier: Universal McCann Worldwide Inc. |
| 1177 | 2022-00-00 | N/A | N/A | Publicly available | "2022 Amazon Annual Report," Amazon |
| 1178 | 2022-00-00 | CMS-ADS-0000023782 | CMS-ADS-0000023806 | Highly Confidential | Acquisition Plan Template Acquisition Title: Health Insurance Exchange Public Education and Outreach Program/Project Title: Centers for Medicare and Medicaid Services (CMS), Department of Health and Human Services (DHHS), Health Insurance Exchange Public Exchange and Outreach |
| 1179 | 2022-00-00 | CRITEO_GOOGLELIT_0000004426 | CRITEO_GOOGLELIT_000000443 | Highly Confidential | Audience Battlecards Presentation Commerce Growth Competitors for Audiences H1 2022 |
| 1180 | 2022-00-00 | N/A | N/A | Publicly available | The Walt Disney Company Fiscal Year 2022 Annual Financial Report |
| 1181 | 2022-00-00 | GOOG-AT-MDL-000016711 | GOOG-AT-MDL-000016781 | Highly Confidential | Advertiser Perceptions Slide Deck - SSP: Supply-Side Platforms Study: Wave 9 |
| 1182 | 2022-00-00 | GOOG-AT-MDL-004022802 | GOOG-AT-MDL-004022805 | Confidential | 2022 Ads Safety Report |
| 1183 | 2022-00-00 | GOOG-AT-MDL-008309627 | GOOG-AT-MDL-008309644 | Highly Confidential | Slide Deck - 2022/23 Joint Business Plan - Total Force |
| 1184 | 2022-00-00 | GOOG-AT-MDL-008928829 | GOOG-AT-MDL-008928914 | Confidential | Advertiser Perceptions Slide Deck - DSP Report: Demand-Side Platforms: Wave 12 |
| 1185 | 2022-00-00 | GOOG-AT-MDL-009017821 | GOOG-AT-MDL-009017854 | Highly Confidential | Google Slide Deck (2022) - Display P&L - 2022 Cost Center Reviews |
| 1186 | 2022-00-00 | GOOG-AT-MDL-009484066 | GOOG-AT-MDL-009484089 | Highly Confidential | Google Slide Deck (2022) - Ads Safety Report |
| 1187 | 2022-00-00 | GOOG-AT-MDL-009643876 | GOOG-AT-MDL-009643876 | Highly Confidential | Display P&L - 2022 |
| 1188 | 2022-00-00 | GOOG-AT-MDL-013435568 | GOOG-AT-MDL-013435592 | Highly Confidential | Google Slide Deck (Q1 2022) - TikTok Competitive Overview: TikTok's Growing Ad Business |
| 1189 | 2022-00-00 | GOOG-AT-MDL-B-004641168 | GOOG-AT-MDL-B-004641175 | Highly Confidential | Google Slide Deck |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
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| 1190 | 2022-00-00 | GOOG-DOJ-AT-02647833 | GOOG-DOJ-AT-02647833 | Highly Confidential | Google Ads P&L 2022 |
| 1191 | 2022-00-00 | N/A | N/A | Publicly available | Google Ads Safety Report (2022) |
| 1192 | 2022-00-00 | N/A | N/A | Publicly available | Kevel, Header Bidding (HBIX) 2022 Tracker, 2022 |
| 1193 | 2022-00-00 | N/A | N/A | Publicly available | The State of PPC Global Report 2022 |
| 1194 | 2022-01-00 | GOOG-AT-MDL-001267098 | GOOG-AT-MDL-001267111 | Highly Confidential | Google Slide Deck (Q3 2022) - Onboard online with Open Bidding in Ad Manager |
| 1195 | 2022-01-00 | GOOG-AT-MDL-018718180 | GOOG-AT-MDL-018718204 | Highly Confidential | Google Slide Deck (Jan, 2022) - TikTok Competitive Overview |
| 1196 | 2022-01-00 | GOOG-AT-MDL-018919714 | GOOG-AT-MDL-018919788 | Highly Confidential | Google Slide deck (Jan. 2022) - 2022 Instream Access Strategy |
| 1197 | 2022-01-00 | USPS-ADS-0000529380 | USPS-ADS-0000529412 | Highly Confidential | Order Solicitation Offer/Award (Jan. 2021) Issued by: Advertising & Creative Services Professional & Technical Service CMC Supplier: Universal McCann Worldwide Inc. |
| 1198 | 2022-01-00 | TTD_DOJ-GOOG23-0001502 | TTD_DOJ-GOOG23-0001515 | Highly Confidential - AEO | Slide Deck (Jan. 2022) - Open Path GTM and Timeline - Draft |
| 1199 | 2022-01-04 | NHTSA-ADS-0000665975 | NHTSA-ADS-0000665976 | Confidential | Email (Jan. 4, 2022) From: S. McMeen To: M. Joyce Subject: RE: For Review/Approval: 2022 CIOT Media Recommendations - Due 1/6 |
| 1200 | 2022-01-04 | CENSUS-ADS-0000018736 | CENSUS-ADS-0000018736 | No designation | Email (Jan. 4, 2022) From: eMarketer Webinars To: K. Johnson Subject: [MARKETING] Optimize Your Amazon Ad Strategy |
| 1201 | 2022-01-07 | NAVY-ADS-0000005844 | NAVY-ADS-0000005844 | Highly Confidential | Digital Media FY19 Q3 Refund Submission Date: 1/7/22 |
| 1202 | 2022-01-12 | GOOG-AT-MDL-002441255 | GOOG-AT-MDL-002441257 | Highly Confidential | Email (Jan. 12, 2022) From: A. Borgia To: S. Spencer Subject: Re: Fraudulent website showing ads |
| 1203 | 2022-01-18 | MSFT-LIT-00000002659 | MSFT-LIT-00000002675 | Highly Confidential | Slide Deck (Dec. 2021) - Xandr: 12/3/21: Deck Final. No Edits. |
| 1204 | 2022-01-19 | NAVY-ADS-0000241136 | NAVY-ADS-0000241143 | Highly Confidential | Contract/Order (Jan. 19, 2022) Issued By: Navsup Contractor: Young & Rubicam LLC |
| 1205 | 2022-01-24 | TTD_DOJ-GOOG23-0015078 | TTD_DOJ-GOOG23-0015078 | Highly Confidential - AEO | Email (Jan. 24, 2022) From: M. Blacker To: J. Spencer, J. Licata, K. Prasad Subject: Sync with Blacker on Pub Development |
| 1206 | 2022-01-27 | GOOG-AT-MDL-017191835 | GOOG-AT-MDL-017191885 | Highly Confidential | Google Slide Deck (Jan. 27, 2023) - Alphabet Inc. 2021 Audit Results |
| 1207 | 2022-02-00 | TWDC_GOOG_0033439 | TWDC_GOOG_00033527 | Highly Confidential | Disney Ad Sales - Everything Digital Guide Slide Deck (Feb. 2022) |
| 1208 | 2022-02-00 | GOOG-AT-MDL-008096006 | GOOG-AT-MDL-008096009 | Highly Confidential | The Trade Desk - OpenPath (Feb. 2022) Legally Approved Sales reactive talking points |
| 1209 | 2022-02-00 | MSFT-LIT-0000001489 | MSFT-LIT-0000001491 | Highly Confidential | Xandr POV: TTD Open Path (Feb. 2022) |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
|-------|------------|------------------------|------------------------|-----------------------------|---|
| 1210 | 2022-02-01 | N/A | N/A | Publicly available | Alphabet Inc. Form 10-K for the fiscal year ended December 31, 2021 |
| 1211 | 2022-02-03 | TTD_DOJ-GOOG23-0017562 | TTD_DOJ-GOOG23-0017562 | Highly Confidential - AEO | Email (Feb. 3, 2022) From: T. Sims To: J. O'Malley CC: J. Dederick Subject: Re: FB/Meta |
| 1212 | 2022-02-07 | N/A | N/A | Publicly available | Xandr, Understanding Optimization, Xandr Documentation Center (Feb. 07, 2022) |
| 1213 | 2022-02-09 | GOOG-AT-MDL-004568578 | GOOG-AT-MDL-004568635 | Highly Confidential | The Life of a Dollar (go/lod-slides) - An introduction to our advertising system and philosophy |
| 1214 | 2022-02-09 | GOOG-AT-MDL-008671503 | GOOG-AT-MDL-008671553 | Highly Confidential | Slide Deck: Team DDB, AEMO + Google - Joint Business Partnership FY22 |
| 1215 | 2022-02-11 | MSFT-LIT-0000018342 | MSFT-LIT-0000018342 | Highly Confidential - AEO | Slide Deck - Getting Up to Speed on Xandr |
| 1216 | 2022-02-15 | N/A | N/A | Publicly available | Trade Desk, Inc. FQ4 2022 Earnings Call Transcripts |
| 1217 | 2022-02-15 | N/A | N/A | Publicly available | The Trade Desk Investor Relations, The Trade Desk Launches OpenPath, Providing Advertisers with Direct Access to Premium Publisher Advertising Inventory, February 15, 2022 |
| 1218 | 2022-02-15 | TTD_DOJ-GOOG23-0017820 | TTD_DOJ-GOOG23-0017820 | Highly Confidential - AEO | Email (Feb. 15, 2022) From: T. Sims To: J. Grant, J. Green Subject: FW: TTD Update / Heads Up for today.. |
| 1219 | 2022-02-15 | GOOG-AT-MDL-011813440 | GOOG-AT-MDL-011813442 | Confidential | Email (Feb. 15, 2022) From: S. Sheffer To: B. Jankovsky Subject: Re: reuters: Trade Desk to counter Google's ad grip with tool for publishers |
| 1220 | 2022-02-15 | DOJ-ADS-0000026228 | DOJ-ADS-0000026228 | Highly Confidential | Email (Feb. 15, 2022) From: J. Thorne To: R. Karr, R. Craig Subject: [EXTERNAL] question re Enhanced Dynamic Allocation |
| 1221 | 2022-02-17 | USAF-ADS-0000618109 | USAF-ADS-0000618113 | Highly Confidential | FY22 Inspire Media Performance Work Statement (PWS) Task Order (TO) 0064 Version 1 Dated: 17 Feb 22 |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
|-------|------------|-----------------------|-----------------------|-----------------------------|--|
| 1222 | 2022-02-17 | USPS-ADS-0000669680 | USPS-ADS-0000669715 | Highly Confidential | Email (Feb. 17, 2022) From: L. Ernst To: B. Pasco CC: M.I Knopf, S. Starr, M. Doyle, T. Camp, S.i Das, M. Bottenberg Subject: [EXTERNAL] Billing - FY'22 Q2 JFM - February Attach: 1USP Master Invoice 2ACCSR-21-C-0016 0222 billing package |
| 1223 | 2022-02-17 | GOOG-AT-MDL-001272414 | GOOG-AT-MDL-001272493 | Highly Confidential | Email (Feb. 17, 2022) From: M.w Vellardito To: K. Mannion CC: M. Thornton, S. Geremia, S. Downey Subject: Re: Advertiser Perceptions DSP Report for Google Attach: Google Slide Deck (2H 2021) - DSP Report, Wave 11, Demand-Side Platforms Wave 11 2H 2021 |
| 1224 | 2022-02-24 | GOOG-AT-MDL-004181067 | GOOG-AT-MDL-004181069 | Highly Confidential | Email (Feb. 24, 2022) From: E. Brinkman To: A. Thygesen CC: C. Rose, I. Calvo, B. Zhao, Z. Weiss, S. Iyer Subject: Meta & SDS Gut Call Updates |
| 1225 | 2022-02-25 | N/A | N/A | Highly Confidential | 2022 NHTSA ADAS Campaign Presentation |
| 1226 | 2022-02-28 | N/A | N/A | Publicly available | Mobile Buying FAQ: Mobile Ad Campaigns, Xandr Documentation Center, February 28, 2022 |
| 1227 | 2022-03-03 | ARMY-ADS-0000187047 | ARMY-ADS-0000187077 | Highly Confidential | Email (Mar. 3, 2022) From: L. Morris To: N. Benedict CC: A. Dziengelewski, K. Nelson Subject: MMM Optimizations (Unclassified) Attach: FY21 CPH_Q4 National Paid Media Utilizations Assessments |
| 1228 | 2022-03-04 | USAF-ADS-0000793782 | USAF-ADS-0000793824 | Confidential | Email (Feb. 18, 2022) From: M. Johnson To: M. Johnson, P. Ryder, E. Thomas, K. Crumbly, A. Goldstrom, B. BVrewer, L. Brown, et al. Subject: AFRS Total Force Brand Council Location: Rosen Shingle Creek 4 March 1000-1200 Attach: TF Brand Council Agenda - Mar 2022 DRAFT |
| 1229 | 2022-03-10 | GOOG-AT-MDL-007210197 | GOOG-AT-MDL-007210205 | Confidential | CTV Identity Norms PRD |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
|-------|------------|-----------------------------|-----------------------------|-----------------------------|--|
| 1230 | 2022-03-10 | ARMY-ADS-0000070535 | ARMY-ADS-0000070547 | Confidential | Email (Mar. 10, 2022) From: L. Morris To: J. Horning CC: S. Johnson, P. Bracey, N. Miner BCC: K. Nelson Subject: RE: Admin Requirements (Unclassified) Attach: Paid Media Duties and Responsibilities (As of 10Mar22) |
| 1231 | 2022-03-11 | CRITEO_GOOGLELIT_0000014522 | CRITEO_GOOGLELIT_0000014540 | Highly Confidential | Slide deck - Contextual Audiences - Competitor Battlecards |
| 1232 | 2022-03-15 | ARMY-ADS-0000135957 | ARMY-ADS-0000135958 | Highly Confidential | Email (Mar. 15, 2022) From: A. Isaac To: L. Morris, K. Nelson CC: R. Green, E. Bridenstine, E. Nedelman, M. Stuckel, L. Hanaper, A. Pospesel, C. Zavala, N. Broler Subject: March Firm/Flex Media ODE Attach: FY21 OY_Upfront FY22 |
| 1233 | 2022-03-17 | GOOG-AT-MDL-004114641 | GOOG-AT-MDL-004114685 | Highly Confidential | Google Slide Deck - What is next in the fight against ad fraud? |
| 1234 | 2022-03-18 | N/A | N/A | Publicly available | Startup Info interview, James Avery, Fonder & CEO of Kevel, Shares his Entrepreneur Journey in the Ad Tech Industry |
| 1235 | 2022-03-18 | CMS-ADS-0000584541 | CMS-ADS-0000584541 | Highly Confidential | Email (Mar. 18, 2022) From: C. Koepke To: A. Bramlett, H. Baier CC: M. Newman, J. Beauchemin, B. Johanson Subject: RE: Response needed: Care Compare campaign and black owned media |
| 1236 | 2022-03-24 | N/A | N/A | Publicly available | Kevel Bog Post (Mar. 24, 2022): Why Successful Ad Publishers Stay on Top |
| 1237 | 2022-03-29 | USPS-ADS-0000592851 | USPS-ADS-0000592863 | Highly Confidential | Email (Mar. 29, 2022) From: M. Guilfoil To: K. Pompanella, M. Judkins, P. Kallat CC: K. Willins, S. Chang, C. Karpenko, B. Pasco, S. Holman, S. Monteith Subject: RE: OPM - Universal McCann - est \$137M Attach: Order Placement - UM Year 2.1 |
| 1238 | 2022-04-00 | CMS-ADS-0000056403 | CMS-ADS-0000056412 | Highly Confidential | CMS Presentation - Medicare Prevention Awareness Education & Outreach Campaign COVID Booster Final Report (Apr. 2022) |
| 1239 | 2022-04-00 | GOOG-AT-MDL-B-004777580 | GOOG-AT-MDL-B-004777684 | Highly Confidential | Google Slide Deck - My Ad Center: Ads as a Consumer Product |
| 1240 | 2022-04-08 | DOJ-ADS-0000026230 | DOJ-ADS-0000026231 | Highly Confidential | Email (Apr. 8, 2022) From: J. Thorne To: D. Mekki Subject: [EXTERNAL] RE: introduction |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
|-------|------------|-----------------------|-----------------------|-----------------------------|---|
| 1241 | 2022-04-11 | CMS-ADS-0000023248 | CMS-ADS-0000023337 | Highly Confidential | 2022 Technical Proposal from Weber Shandwick for the Health Insurance Exchange Public Education and Outreach Campaign |
| 1242 | 2022-04-11 | ARMY-ADS-0000060557 | ARMY-ADS-0000060559 | Highly Confidential | Email (Apr. 11, 2022) From: L. Morris Subject: FW: Revised Optimization Process Review Attach: Optimization Process Update |
| 1243 | 2022-04-11 | ARMY-ADS-0000155603 | ARMY-ADS-0000155604 | Confidential | Email (Apr. 11, 2022) From: L. Morris To: N. Broler CC: J. Klain, A. Pospesil, R. Green, K. Nelson Subject: RE: Revised Optimization Process Review (Unclassified) Subject: FW: Revised Optimization Process Review Attach: Optimization Process Update |
| 1244 | 2022-04-12 | GOOG-AT-MDL-009091532 | GOOG-AT-MDL-009091533 | Highly Confidential | Email (Apr. 22, 2022) From: D. Jean To: P. Alvarez Subject: Re: AppLovin to Acquire Wurl |
| 1245 | 2022-04-14 | GOOG-AT-MDL-009302846 | GOOG-AT-MDL-009302872 | Highly Confidential | Google Slide Deck - A Showcase of Digital Strategies that are helping the United States Government Achieve its Goals |
| 1246 | 2022-04-20 | METAGOOG00014136 | METAGOOG00014138 | Highly Confidential | Email (Apr. 20, 2022) From: J. Hegeman To: S. Mincer Subject: Re: AN Margin drop from 45% -> 40% - Follow up Attach: 2022.20.04 Meta email thread titled "Re: AN Margin drop from 45% - 40% - Follow up" |
| 1247 | 2022-04-22 | GOOG-AT MDL-008671559 | GOOG-AT MDL-008671562 | Confidential | Email (Apr. 22, 2022) From: S. Stefaniu To: C. Wagner Subject: Fwd: [External] Re: FMG x Google - Rescheduled Sync |
| 1248 | 2022-04-25 | GOOG-AT-MDL-009759401 | GOOG-AT-MDL-009759446 | Highly Confidential | Google Slide Deck (Apr. 25, 2022) - FBR Pep Rally: Performance Max |
| 1249 | 2022-04-25 | ARMY-ADS-0000329948 | ARMY-ADS-0000329970 | Highly Confidential | Email (Apr. 25, 2022) From: L. Morris To: K. Nelson, D. Flynn, A. Dziengelewski Subject: Q3, FY22 National Paid Media Optimizations (Unclassified) Attach: FY22 CPH_Q1_MMM_National Paid Media Utilizations Assessments |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
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| 1250 | 2022-04-25 | GOOG-AT-MDL-006848876 | GOOG-AT-MDL-006848880 | Highly Confidential | Email (Apr. 25, 2022) From: zsk@google.com To: J. Weinberg CC: A. Tucker, A. Burke, A. Shorey, D. Tangeman, et al. Subject: Re: Sony's Crunchyroll & Google GAM deal closed (part of xPA deal) |
| 1251 | 2022-04-26 | USPS-ADS-0000016395 | USPS-ADS-0000016463 | Confidential | Email (Apr. 26, 2022) From: M. Knopf To: C. Karpenko, S. Holman CC: F. Jackson, R. Hines, Z. Merrifield, L. Catucci, et al. Subject: USPS FY'21 MMM & Impact on Equity Attach: USPS MMM Feb-Sep. 21' Deck Draft |
| 1252 | 2022-04-27 | USAF-ADS-0000013224 | USAF-ADS-0000013230 | Highly Confidential | Air Force Recruiting Services (AFRS) FA3002-18-D-0008 National Advertising and Event Marketing Contract Advertising Instruction Record (AIR) Procedures |
| 1253 | 2022-04-27 | N/A | N/A | Publicly available | Google Ad Manager Blog Post (Apr. 27, 2022): G. Levitte, Improved header bidding support in Google Ad Manager |
| 1254 | 2022-04-27 | TTD_DOJ-GOOG23-0010864 | TTD_DOJ-GOOG23-0011014 | Highly Confidential - AEO | Email (Apr. 27, 2022) From: M. Blacker To: K. Sokolowski, Marty@venturagrowth, et al. Subject: RE: Adopting Agreement Sample Attach: Amazon Competitive Intelligence Resources US; GTM Combatting Google Narratives and Slides |
| 1255 | 2022-04-28 | ARMY-ADS-0000504378 | ARMY-ADS-0000504386 | Highly Confidential | Invoice (Apr. 28, 2022) Mission and Installation Contracting CMD |
| 1256 | 2022-04-28 | GOOG-AT-MDL-001969523 | GOOG-AT-MDL-001969556 | Highly Confidential | Google Slide Deck (Apr. 28, 2022) - AViD RevForce: A1'22 Performance & Product Metrics |
| 1257 | 2022-05-00 | N/A | N/A | Highly Confidential | Criteo Investor Presentation (May 2022) |
| 1258 | 2022-05-00 | CRITEO_GOOGLELIT_000000449 | CRITEO_GOOGLELIT_000000446 | Highly Confidential | Battlecards for Commerce Growth Presentation (May 2022) |
| 1259 | 2022-05-00 | GOOG-AT-MDL-010378773 | GOOG-AT-MDL-010378782 | Highly Confidential | Google Slide Deck (May 2022) - Sellside GPL Vision |
| 1260 | 2022-05-00 | GOOG-AT-MDL-018692254 | GOOG-AT-MDL-018692279 | Highly Confidential | Google Slide deck - Header Bidding Primer: A brief history of Header Bidding and Open Bidding |
| 1261 | 2022-05-02 | GOOG-AT-MDL-018290783 | GOOG-AT-MDL-018290784 | Highly Confidential | Email (May 2, 2022) From: D. Jean To: B. Khurana Subject: Re: [Deal Review] [GPX] Meeting agenda, May 3, 2022: (1) Ringier (2) Mediahuis |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
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| 1262 | 2022-05-03 | GOOG-AT-MDL-009472035 | GOOG-AT-MDL-009472035 | Highly Confidential | Email (May 3, 2022) From: D. Jean To: N. Islam CC: D. Taylor Subject: Re: early heads up: BC Deal for Top Gaming Publihsr Houses |
| 1263 | 2022-05-04 | N/A | N/A | Publicly available | 2021 Ads Safety Report, Google |
| 1264 | 2022-05-04 | GOOG-AT-MDL-009472126 | GOOG-AT-MDL-009472172 | Confidential | Email (May 4, 2022) From: K. Mannlon To: D. Taylor Subject: Re: Follow to our Tuesday discussion Attach: AIR 1H 2021 Google Medium Advertisers Pre-Read |
| 1265 | 2022-05-05 | N/A | N/A | Publicly available | Businesswire, The Trade Desk Adds More Publishers to OpenPath, Enabling Advertisers to Directly Access Premium Publisher Inventory, May 5, 2022 |
| 1266 | 2022-05-05 | N/A | N/A | Publicly available | The Trade Desk Press Release (May 5, 2022): The Trade Desk Adds More Publishers to OpenPath, Enabling Advertisers to Directly Access Premium Publisher Inventory |
| 1267 | 2022-05-06 | ARMY-ADS-0000134190 | ARMY-ADS-0000134222 | Highly Confidential | Email (May 5, 2022) From: R. Green To: L. Morris, K. Nelson, S. Stone, J. Muir CC: L. Hansuer, D. Atanda, M. Stuckel, K. Hooks, T. Sheehan, A. Goddard Subject: [URL Verdict: Neutral [Non-DoD Source] Deck for 9 MAY FY23 Media Strategy Presentation Attach: FY23 Total Army Mmedia Strategy Recommendation (May 9, 2022) |
| 1268 | 2022-05-09 | GOOG-AT-MDL-004544150 | GOOG-AT-MDL-004544183 | Confidential | Google Slide Deck (Q2 2022) - Ad Manager "Indirect": Yield Management & Auction Dynamics |
| 1269 | 2022-05-09 | DOJ-ADS-0000026239 | DOJ-ADS-0000026240 | Highly Confidential | Email (May 9, 2022) From: J. Thorne To: A. Hoag Subject: [EXTERNAL] RE: meeting |
| 1270 | 2022-05-10 | N/A | N/A | Publicly available | About Monetize, Xandr Documentation Center, May 10, 2022 |
| 1271 | 2022-05-11 | GOOG-AT-MDL-003083615 | GOOG-AT-MDL-003083637 | Highly Confidential | Google Slide Deck (May 11, 2022) - Compete Update: TikTok and APAC Project |
| 1272 | 2022-05-11 | NAVY-ADS-0000005834 | NAVY-ADS-00000837 | Highly Confidential | Email (May 11, 2022) From: E. Jules To: C. Aimes-Tillman Subject: [Non-DoD Source] RE: Navy Refund Checks: Task Orders Attach: 5-COVID 19 Response Q3 FY20 Digital Media & Internet Advertising |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
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| 1273 | 2022-05-18 | GOOG-AT-MDL-004435387 | GOOG-AT-MDL-004435391 | Confidential | bid New Partner Integration Guide |
| 1274 | 2022-05-18 | N/A | N/A | Publicly available | Press Release, United States Recovers Over \$15 Million from Swiss Bank Accounts as Proceeds of Global Digital Advertising Fraud Scheme, U.S. Attorney's Office, Eastern District of New York |
| 1275 | 2022-05-19 | GOOG-AT-MDL-011567261 | GOOG-AT-MDL-011567265 | Highly Confidential | Email (May 19, 2022) From: M. Dasari To: G. Gundu CC: A. Tomkins, K. Castonguay, T. Walker, N. Wolf, et al. Subject: Re: Ads Safety announcements |
| 1276 | 2022-05-19 | KVL00000888 | KVL00000890 | Highly Confidential | Email (May 19, 2022) From: J. Avery To: dhoudyshell@kevel.co CC: chessy@kevel.com, L. Pierce-Connor Subject: Re: FW: Live Nation // Kevel |
| 1277 | 2022-05-21 | GOOG-AT-MDL-011911283 | GOOG-AT-MDL-011911294 | Highly Confidential | Google POV on Buyers.json and supply chain transparency |
| 1278 | 2022-05-31 | GOOG-AT-MDL-009639790 | GOOG-AT-MDL-009639839 | Highly Confidential | Google Marketing Live 2022 Product Announcements |
| 1279 | 2022-05-31 | GOOG-AT-MDL-B-004690926 | GOOG-AT-MDL-B-004690938 | Highly Confidential | Ads Privacy and Safety - Additional Information |
| 1280 | 2022-05-31 | CMS-ADS-0000536746 | CMS-ADS-0000536794 | Highly Confidential | Email (May 31, 2022) From: B. Johanson To: C. Koepke Subject: Unwinding plan Attach: CMS PHE Comms Plan Rev |
| 1281 | 2022-06-00 | GOOG-AT-MDL-009002112 | GOOG-AT-MDL-009002117 | Confidential | Inside Intelligence - US Time Spent with Connected Devices 2022 |
| 1282 | 2022-06-00 | MSFT-LIT-0000000223 | MSFT-LIT-0000000292 | Highly Confidential | Slide Deck (June 2022) - Future of Advertising |
| 1283 | 2022-06-00 | NEWSCORP_GOOG_0000109 | NEWSCORP_GOOG_0000123 | Highly Confidential | Advertising Trend Report: June, 2022 |
| 1284 | 2022-06-06 | N/A | N/A | Highly Confidential | Deposition Cheat Sheet - Google Topics 11 & 12 DOJ 1 & 2: Microsoft's Considered Acquisition of DoubleClick, Acquisitions of PromoteIQ and Xandr, and Divestiture of Atlas |
| 1285 | 2022-06-06 | N/A | N/A | Highly Confidential | Deposition Cheat Sheet - Microsoft Ad Tech Timeline |
| 1286 | 2022-06-06 | GOOG-AT-MDL-001847423 | GOOG-AT-MDL-001847423 | Confidential | Email (June 6, 2022) From: D. Jean To: D. Taylor Subject: Re: [Quick ask] Publisher perspective for Jerry's leads tomorrow |
| 1287 | 2022-06-07 | N/A | N/A | Publicly available | Four benefits of omnichannel advertising that you might be missing out on, The Trade Desk |
| 1288 | 2022-06-07 | MSFT-LIT-0000030367 | MSFT-LIT-0000030367 | Highly Confidential - AEO | Presentation "Advertising at Microsoft Before June 7th 2022" |
| 1289 | 2022-06-07 | MSFT-LIT-0000001735 | MSFT-LIT-0000001765 | Highly Confidential | Microsoft Slide Deck - Digital Advertising Market Sizing - Kaden Feller |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
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| 1290 | 2022-06-07 | GOOG-AT-MDL-006105985 | GOOG-AT-MDL-006105986 | Highly Confidential | Email (June 7, 2022) From: D. Jean To: D. Taylor CC: G. Minguzzi Subject: Re: Ad Manager Visible FLEDGE + Topics upcoming MSA |
| 1291 | 2022-06-08 | N/A | N/A | Publicly available | Marisa Nelson, Smart AdServer Rebrands as Equativ, Equativ, June 8, 2022 |
| 1292 | 2022-06-09 | TTD_DOJ-GOOG23-0030703 | TTD_DOJ-GOOG23-0030705 | Highly Confidential - AEO | Email (June 9, 2022) From: M. Blacker To: N. Tuffaha Subject: Blacker - Publisher slides Attach: Slides for Naseem - Blacker Publisher Slides |
| 1293 | 2022-06-13 | VET-AF-ADS-0000027906 | VET-AF-ADS-0000027909 | Highly Confidential | Email (June 13, 2022) From: J. Benson To: K. South Subject: VCL Daily Volume and Spend Report - Jun 13, 2022 Attach: VA Paid Digital Media Dashboard |
| 1294 | 2022-06-14 | USAF-ADS-0000861537 | USAF-ADS-0000861609 | Highly Confidential | Email (June 14, 2022) From: A. Charvat To: L. Stott CC: R. Lane Subject: FW: Updated tO63 & TO64 CRMs with dates - USE THIS ONE Attach: T.O. 63_64 RegAF Media Strategy & Recommendation; TO 63 Engage & Recruit Media Plan; TO 64 Inspire Media Plan CRM6 |
| 1295 | 2022-06-14 | USPS-ADS-0000899135 | USPS-ADS-0000899135 | Confidential | Text Message re display (June 14, 2022) |
| 1296 | 2022-06-14 | CMS-ADS-0000018746 | CMS-ADS-0000018790 | Highly Confidential | Email (June 14, 2022) From: K. Housein To: T. Ryan, M. Aiken, S. Edlavitch, H. Roberston, D. Hoffman Subject: LRFP 220606 Health Insurance Exchange Public Education and Outreach - Award Attach: 75FCMC18D0046_Contractor Conflict of Interest; Task Order Doc |
| 1297 | 2022-06-16 | GOOG-AT-MDL-006194638 | GOOG-AT-MDL-006194762 | Highly Confidential | Google Slide Deck (June 16, 2022) - 2022 Video/Audio Summit |
| 1298 | 2022-06-20 | NAVY-ADS-0000250171 | NAVY-ADS-0000250227 | Highly Confidential | Navy Invoice (June 20, 2022) Y&R Digital Media Bill |

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| 1299 | 2022-06-21 | ARMY-ADS-0000007763 | ARMY-ADS-0000007777 | Highly Confidential | Email (June 21, 2022) From: C. Ocampo To: A. Fink I. Mavridis; M. Weinrich, C. Masters, S. Johnson, J. Horning CC: M. Weber Subject: FYSA - REA Privileged and Confidential - National Media Attach: DDB Response to Contracting Officer initial Determination of Media REA |
| 1300 | 2022-06-28 | N/A | N/A | Publicly available | Share through Ad Exchange Supply Policy, Share through, June 28, 2022 |
| 1301 | 2022-06-28 | DOJ-ADS-0000029293 | DOJ-ADS-0000029294 | Highly Confidential | Email (July 28, 2022) From: M. Wolin To: J. Thorne CC: M. Hough, E. Maier Subject: RE: Daily Mail / News Corp Interviews |
| 1302 | 2022-06-29 | GOOG-AT-MDL-009550941 | GOOG-AT-MDL-009550957 | Highly Confidential | Google Slide Deck (Q3 2022) - Double Agents Q3'22 Pod Planning Session |
| 1303 | 2022-06-30 | N/A | N/A | Publicly available | Microsoft Advertising Blog Post (June 30, 2022): M. Harwood, 10 reasons why the Microsoft Audience Network is a must-buy |
| 1304 | 2022-07-07 | CENSUS-ADS-0000709244 | CENSUS-ADS-0000709246 | Highly Confidential | Email (July 7, 2022) From: S. Jordan To: K. Bower CC: K. Johnson Subject: Re: Follow-up Questions from 6.22.2022 Meeting Attach: Pre-NRFU and NRFU Plan Presentation |
| 1305 | 2020-06-00 | MSFT-LIT-0000000370 | MSFT-LIT-0000000370 | Highly Confidential | Slide Deck - Xandr Future of Advertising Slide Deck |
| 1306 | 2022-07-11 | GOOG-AT-MDL-009701685 | GOOG-AT-MDL-009701687 | Highly Confidential | Email (July 11, 2022) From: A. Raiola To: gov-adv [gov-adv@google.com] Subject: [RECAP] Military Executive Summit |
| 1307 | 2022-07-12 | N/A | N/A | Publicly available | The Trade Desk Press Release (July 12, 2022): Disney Advertising Transformation Accelerates Through Expanded Deal with The Trade Desk |
| 1308 | 2022-07-12 | GOOG-AT-MDL-001847617 | GOOG-AT-MDL-001847620 | Confidential | Email (July 12, 2022) From: D. Jean To: N. Islam CC: D. Taylor Subject: Re: [Heads-up] New ideas for growth and product innovation through the Sellside Innovation Hub |
| 1309 | 2022-07-15 | GOOG-AT-MDL-004526928 | GOOG-AT-MDL-004526931 | Confidential | Netflix's Ads Partnership with Microsoft |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
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| 1310 | 2022-07-15 | NAVY-ADS-0000072243 | NAVY-ADS-0000072243 | Confidential | Email (July 15, 2022) From: L. Uhlan To: A. Owens CC: S. Muoio, R. Fisch, N. Wachter, S. Wolkin Subject: [URL Verdict: Neutral] [Non-DoD Source] Netflix Ads Update |
| 1311 | 2022-07-18 | GOOG-AT-MDL-003105858 | GOOG-AT-MDL-003105879 | Highly Confidential | Google Slide Deck (July 18, 2022) - RFP Presentation |
| 1312 | 2022-07-19 | DOJ-ADS-0000029007 | DOJ-ADS-0000029007 | Highly Confidential | Email (July 19, 2022) From: E. Craig To: R. Long Subject: Re: [External] Re: Checking In |
| 1313 | 2022-07-27 | CENSUS-ADS-0000244408 | CENSUS-ADS-0000244414 | Highly Confidential | Email (June 27, 2022) From: S. Jordan To: J. Misra, L. Velez, S. Scheid, Y. Argen Garcia CC: L. Moore, K. Johnson Subject: Re: Q Ad cost data Attach: PBA Measurement Methodology |
| 1314 | 2022-07-27 | GOOG-AT-MDL-004598097 | GOOG-AT-MDL-004598100 | Confidential | Email (July 27, 2022) From: D. Jean To: E. Hung CC: K. Sauder, D. Taylor, A. Bodack, S. Blackburn, M. Receno, A. Shellhammer, A. Castillo Subject: Re: Coverage: Confirming Gross Revenue Launch |
| 1315 | 2022-07-29 | DOJ-ADS-0000029012 | DOJ-ADS-0000029013 | Highly Confidential | Email (July 29, 2022) From: R. Long To: E. Craig Subject: RE: [EXTERNAL] RE: Checking In |
| 1316 | 2022-08-00 | GOOG-AT-MDL-004531286 | GOOG-AT-MDL-004531332 | Highly Confidential | Google Slide Deck (Aug. 2022) - Insights for Automation: An Inside Look |
| 1317 | 2022-08-00 | GOOG-AT-MDL-010755385 | GOOG-AT-MDL-010755401 | Confidential | Google Slide Deck (Aug. 2022) - Ads Safety LAX |
| 1318 | 2022-08-02 | USAF-ADS-0000005724 | USAF-ADS-0000005787 | Highly Confidential | Email (Aug. 2, 2022) From: N. Rudyk To: B. Dickey, L. Stott, R. Hatch CC: N. Zieman, B. Braqdbury, A. Strange, K. Gunning Subject: [URL Verdict: Neutral] [Non-DoD Source] Re: TO 56 PP&A PR brief review Attach: USAF AFRS RSM IPR 8.2 |
| 1319 | 2022-08-05 | N/A | N/A | Publicly available | Selling Programmatic Guaranteed Deals, Xandr Documentation Center, August 5, 2022 |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
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| 1320 | 2022-08-10 | NHTSA-ADS-00002252582 | NHTSA-ADS-00002252648 | Highly Confidential | Email (Aug. 10, 2022) From: J. Flanery To: T. Austin, D. Larson, M. Joyce, L. Millen, K. Hong CC: G. Meredythe, B. Buff, J. Syner, S. McMeen Subject: RE: July 2022 Billing and Monthly Reports Attach: ST-1 Monthly Report - TO6 BY3 - Behavioral Safety - July 2022; Strataccmm Invoice |
| 1321 | 2022-08-11 | TWDC_GOOG_00041197 | TWDC_GOOG_00041202 | Highly Confidential | Addressable Strategy 22/23 Upfront Internal Use Only Updated August 11, 2022 |
| 1322 | 2022-08-11 | DOJ-ADS-B-0000036573 | DOJ-ADS-B-0000036573 | Highly Confidential | Meeting Invite (Aug. 11 2022) Subject: DOJ/Vox Media Call Organizer: D. Gelger Required Attendees: J. Hogan; L. Fisher; M. Hough |
| 1323 | 2022-08-15 | DOJ-ADS-0000027074 | DOJ-ADS-0000027075 | Highly Confidential | Email (Aug. 15, 2022) From: D. Geiger To: B. Kressin Cc: M. Hough Subject: RE: Magnite |
| 1324 | 2022-08-18 | DOJ-ADS-0000029304 | DOJ-ADS-0000029306 | Highly Confidential | Subject: [EXTERNAL] News Corp Discussion Start: 8/18/2022 10:00 End: 8/18/2022 11:00 Organizer: E. Maier Required Attendees: M. Wolin, M. Hough, J. Thorne, mgendler, drowley |
| 1325 | 2022-08-19 | ARMY-ADS-0000069378 | ARMY-ADS-0000069379 | Highly Confidential | Email (Aug. 19, 2022) From: L. Morris To: C. Ocampo, E. Timmens, G. Wright, S. Johnson, D. Flynn, K. Nelson Subject: FW: FY22 Reddit campaign update (UNCLASSIFIED) |
| 1326 | 2022-08-22 | NAVY-ADS-000045197 | NAVY-ADS-000045206 | Confidential | Email (Aug. 22, 2022) From: A. Owens To: S. Muoio CC: D. Curry-Stewart, L. Skelton, R. Peters, N. Wachter, S. Milliet Subject: Q4 2022 Navy Media Incremental Recommendation Attach: Navy 4Q22 Tactical Media Reco |
| 1327 | 2022-08-24 | ARMY-ADS-0000000246 | ARMY-ADS-0000000315 | Highly Confidential | Army Slide Deck (Aug. 24, 2022) 22-NMTF FY23 National Media Upfront Tactical Recommendation for 22 Upfront TO (26 Sep. 22 - 24 Sep. 23) |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
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| 1328 | 2022-08-24 | GOOG-AT-MDL-010369638 | GOOG-AT-MDL-010369640 | Highly Confidential | Email (Aug. 24, 2022) From: D. Jean To: Rex Brown CC: D. Taylor, S. Temes Subject: Re: [GAPP K&I Analysis] Ads Ecosystem Q2 Earnings Attach: unnamed.png |
| 1329 | 2022-08-25 | N/A | N/A | Publicly available | Difference between clicks and conversions, Google Ads Community, August 25, 2022 |
| 1330 | 2022-08-25 | DOJ-ADS-0000030458 | DOJ-ADS-0000030460 | Highly Confidential | Email (Aug. 25, 2022) From: D. Geiger To: B. Kressin Subject: RE: Ad Tech Investigation Calls |
| 1331 | 2022-08-25 | GOOG-AT-MDL-002592746 | GOOG-AT-MDL-002592753 | Confidential | Email (Aug. 25, 2022) From: gslcompete To: glscompete Subject: Media Briefing: Inside the minds of 4 publisher CROs |
| 1332 | 2022-08-29 | DOJ-ADS-0000027080 | DOJ-ADS-0000027080 | Highly Confidential | Email (Aug. 29, 2022) From: D. Geiger To: B. Kressin Subject: Accepted: DOJ/Magnite Call |
| 1333 | 2022-09-00 | ARMY-ADS-00000064495 | ARMY-ADS-00000064553 | Highly Confidential | Email (undated) From: L. Morris To: L. Craig Subject: Award Documents Attach: IIE01 W9124D-22-F-0089; FY22 National Media and T&F Task Order |
| 1334 | 2022-09-02 | NHTSA-ADS-0000237083 | NHTSA-ADS-0000237093 | Highly Confidential | Email (Sep. 2, 2022) From: J. Flanery To: S. McMeen, P. Taneise, L. Miller CC: M. Nance Subject: RE: [EXTERNAL] RE: For Approval: School Bus Media Recommendation Attach: NHTSA School Bus 2022 Media Plan updated; NHTSA School Bus Paid Media Plan |
| 1335 | 2022-09-02 | CENSUS-ADS-0000710075 | CENSUS-ADS-0000710081 | Highly Confidential | Email (Sep. 2, 2022) From: K. Johnson To: A. Chong Subject: Re: 2020 Paid Advertising Campaign: Paid Media Documents Request Attach: 2020 ICC MAFs (1); 2020 ICC MAFs; 2020 ICC MAFs; 2020 ICC MAFs |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
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| 1336 | 2022-09-08 | ARMY-ADS-0000000018 | ARMY-ADS-0000000107 | Highly Confidential | Army Slide Deck (Sep. 8, 2022) - FY23 Paid National Media Non-Upfront Tactical Recommendation |
| 1337 | 2022-09-09 | MSFT-LIT-0000039620 | MSFT-LIT-0000039627 | Highly Confidential - AEO | Microsoft Audience Network - Publisher Partner Growth FAQ |
| 1338 | 2022-09-14 | GOOG-AT-MDL-000881089 | GOOG-AT-MDL-000881128 | Highly Confidential | Google Slide Deck - DV360 Optimizations ENG deep dive |
| 1339 | 2022-09-14 | METAGOOG00029251 | METAGOOG00029256 | Highly Confidential | NY Trip Brief: Estee Lauder |
| 1340 | 2022-09-14 | USPS-ADS-0000620144 | USPS-ADS-0000620145 | Highly Confidential | Email (Sep. 14, 2022) From: B. Pasco To: L. Ernst CC: J. Tapia Subject: Avoid Surcharge Optimization |
| 1341 | 2022-09-14 | USPS-ADS-0000104815 | USPS-ADS-0000104839 | Confidential | Email (Sep. 14, 2022) From: M. Knopf To: K. Wilins, C. Karpenko, K. Pompanella, P. Kallat, L. Ernst, C. Winters, F. Corcoran, S. Starr, B. Pasco, S. Chang, A. Marlatt, L. Catucci Subject: RE: Hold for Universal McCann - Key Supplier Meeting Attach: 2022 YE Review UM Portion 9.14.22 |
| 1342 | 2022-09-14 | CENSUS-ADS-0000248031 | CENSUS-ADS-0000248186 | Highly Confidential | Email (Sep. 14, 2022) From: K. Johnson To: K. Anderson Subject: Census Media 1010 Deck Attach: Census Media 1010 Deck |
| 1343 | 2022-09-14 | CENSUS-ADS-0000248031 | CENSUS-ADS-0000248186 | Highly Confidential | Email (Sep. 14, 2022) From: K. Johnson To: K. Anderson Re: Census Media 101 Deck Attach: Census Media 101 Deck |
| 1344 | 2022-09-14 | USAF-ADS-0000860595 | USAF-ADS-0000860602 | Confidential | Email (Sep. 14, 2022) From: R. Fore To: L. Stott CC: C.n Keating Subject: FW: Action: HAF-220902-LG3C CRFI // HASC PSM - Social Media Recruiting SUSP 13 Sep. 22 Attach: RE: CRFI//HASC PSM - AF Recruiting Marketing/Advertising |
| 1345 | 2022-09-15 | METAGOOG00029238 | METAGOOG00029257 | Highly Confidential | Email (Sep. 15, 2022) From: R. Engberg To: W.Platt-Higgins CC: K. Kennedy Subject: [READ] 9/16 Daily Brief + Schedule Attach: 9.16.22 Schedule, ABI Brief, ELC Brief, Get to know GC Leadership |

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| 1346 | 2022-09-16 | N/A | N/A | Publicly available | Xandr Monetize SSP allows advertisers to target inventory types like App & Web, App Only, or Web Only. See Supply Type Targeting, Xandr Documentation Center, September 16, 2022 |
| 1347 | 2022-09-18 | USAF-ADS-0000001422 | USAF-ADS-0000001476 | Confidential | Email (Sep. 18, 2022) From: N. Rudyk To: B. Dickley, L. Stott, R. Lane, A. Rome, et al. CC: B. Bradbury, B. Ziemen, N. Giron, et al. Subject: [Non-DoD Source] Re: TO 64 Inspire/TO 63 Engage & Recruit PO-1 Reverse Media Plan Attach: TO 63&64 AFR; TO 63_64 AFR RevMedia Recommendation 9.19.22 |
| 1348 | 2022-09-19 | USAF-ADS-0000000562 | USAF-ADS-0000000581 | Highly Confidential | Email (Sep. 19, 2022) From: R. Norah To: R. Lane, An. Charvat, S. China, A. Rome, et al. cc: B. Bradbury, D. Baker, D. Kersey, B. Wiethorn, et al. Subject: [Non-DoD Source] TO 64 FY 22 Inspire MSR August 2022 Attach: August_T.).64 REGAF Monthly Report; August_TO 063 ANG Monthly Report; TO 63-64 USSF August Report; TO 64 Inspire Aug2022 |
| 1349 | 2022-09-19 | USAF-ADS-0000000130 | USAF-ADS-0000000150 | Confidential | Email (Sep. 19, 2022) From: N. Rudyk To: R. Land, A. Charvat, A. Rome, L. Stott, T. Debrow CC: B. Bradbury, B. Zieman, D. Baker, D. Kersey, et al. Subject: [Non-DoD Source] To 63 Engage & Recruit Attach: REGAF Monthly Report |
| 1350 | 2022-09-19 | USAF-ADS-0000418778 | USAF-ADS-0000418810 | Highly Confidential | Email (Sep. 19, 2023) From: R. Hatch To: A. Charvat Subject: FW: [Non-DoD Source] TO 51 Digital Engagement Monthly Reporting August 2022 Attach: TO 51 Aug 22 REPORTING.pdf; August _ T.O. 0051 AFR Report.pdf; T051_Chaplain ReportirigAugust.pdf; August 2022 TO 51 Paid Media Report. pdf; TOS1 H P-CA_Reporting August.pdf; T051_JAG_Reporting August.pdf; T051 August Special Warfare Report.pdf; T051 August Band Reporting.pdf; smime.p7s |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
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| 1351 | 2022-09-20 | USPS-ADS-0000623759 | USPS-ADS-0000623841 | Highly Confidential | Email (Sep. 20, 2022) From: L. Ernst To: B. Pasco CC: M. Knopf, D. McGregor, S. Zavala, T. Camp, L. Ernst, S. Starr, B. Pasco, M. Bottenberg Subject: [EXTERNAL] Billing - FY'22 Q4 JAS - September Attach: 1USP Master Invoice Billing Package 9.20 FY'22 Workbook |
| 1352 | 2022-09-26 | GOOG-AT-MDL-006112402 | GOOG-AT-MDL-006112408 | Highly Confidential | Team Expectations Document (Q4 2022) |
| 1353 | 2022-09-29 | NHTSA-ADS-0000511601 | NHTSA-ADS-0000511602 | Confidential | Email (Sep. 29, 2022) From: S. McMeen To: M. Joyce CC: K. Hong, E. Nilsson Subject: RE: OST Advertising Report |
| 1354 | 2022-09-29 | NHTSA-ADS-0000384605 | NHTSA-ADS-0000384607 | Confidential | Email (Sep. 29, 2022) From: S. McMeen To: Susan & John Subject: response Attach: OST Advertising Report |
| 1355 | 2022-09-30 | ARMY-ADS-0000186428 | ARMY-ADS-0000186431 | Highly Confidential | Email (Sep. 30, 2022) From: L. Morris To: K. Nelson CC: L. Craig Subject: RE: Updates MMM Memo Q3 Attach: Q3 FY22 National Media Investment Optimizations (Morris Notes) |
| 1356 | 2022-10-00 | GOOG-AT-MDL-000040496 | GOOG-AT-MDL-000040501 | Highly Confidential | What it takes to win: Retail Media |
| 1357 | 2022-10-00 | GOOG-AT-MDL-018691504 | GOOG-AT-MDL-018691533 | Highly Confidential | Google Slide Deck (Oct. 2022) - GBO & Sellside Ads Org Overview |
| 1358 | 2022-10-04 | GOOG-AT-MDL-B-004783474 | GOOG-AT-MDL-B-004783485 | Highly Confidential | GBO Comm Doc - My Ad Center |
| 1359 | 2022-10-07 | GOOG-AT-MDL-001138488 | GOOG-AT-MDL-001138497 | Confidential | DV360 Optimized Targeting Overview |
| 1360 | 2022-10-10 | GOOG-AT-MDL-009756999 | GOOG-AT-MDL-009757019 | Highly Confidential | Google Slide Deck - DV360 & Yahoo!: Competitive Selling Guide |
| 1361 | 2022-10-12 | GOOG-AT-MDL-006054174 | GOOG-AT-MDL-006054330 | Confidential | Google Slide Deck - News & EFT Summit |
| 1362 | 2022-10-13 | GOOG-AT-MDL-001975546 | GOOG-AT-MDL-001975571 | Highly Confidential | Google Comms Doc - SupplyChain Object |
| 1363 | 2022-10-13 | N/A | N/A | Publicly available | Microsoft Blog Post (Oct. 13, 2022): R. Wilk, Powering Netflix's new ad-supported tier |
| 1364 | 2022-10-19 | MSFT-LIT-0000060494 | MSFT-LIT-0000060494 | Highly Confidential - AEO | Deck - Microsoft and News Corp Partner Day |
| 1365 | 2022-10-16 | STR_00000565 | STR_00000572 | Highly Confidential | NHTSA 2022 Teen Safety Campaign Final Report (Oct. 2022) Campaign Paid Media Snapshot |
| 1366 | 2022-10-19 | GOOG-AT-MDL-019152758 | GOOG-AT-MDL-019152776 | Highly Confidential | Google Slide deck - gTech Update (Q3 2022): Sell Side Leads |
| 1367 | 2022-10-20 | MSFT-LIT-0000073440 | MSFT-LIT-0000073440 | Highly Confidential - AEO | Slide Deck - Netflix Status, "Halo Effects" & CTV |

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| 1368 | 2022-10-20 | NHTSA-ADS-0000344712 | NHTSA-ADS-0000344848 | Highly Confidential | Email (Oct. 20, 2022) From: S. McMeen To: J. Vallese CC: J. Syner Subject: OSt Follow-up Questions and Advertising Updated Attach: Media Services for Traffic Safety Public |
| 1369 | 2022-10-24 | NAVY-ADS-0000374151 | NAVY-ADS-0000374171 | Highly Confidential | Y& R Digital Media Bill (Oct. 24, 2022) Client: NV0 Navy Invoice: 2A1307M |
| 1370 | 2022-10-25 | NHTSA-ADS-0000384417 | NHTSA-ADS-0000384452 | Confidential | Email (Oct. 25, 2022) From: S. McMeen To: Susan & John Subject: FW: Updated: HVE Campaign Briefing Attach: NHTSA Paid Media Campaigns |
| 1371 | 2022-10-27 | ARMY-ADS-0000154806 | ARMY-ADS-0000154808 | Highly Confidential | Email (Oct. 27, 2022) From: L. Morris To: L. Craig Subject: RE: End of a PoP budget adjustments (revision) |
| 1372 | 2022-10-28 | GOOG-DOJ-AT-02645892 | GOOG-DOJ-AT-02645892 | Confidential | Google Spreadsheet - Archived Previous Forecast Views (2018 & 2019) |
| 1373 | 2022-10-31 | ARMY-ADS-0000045770 | ARMY-ADS-0000045778 | Highly Confidential | Email (Oct. 31, 2022) From: R. Kresnicka To: R. Castro, L. Morris, M. Hamper, L. Craig CC: R. Green, A. Pospesel, N. Broler, J. Reese, K. Sundberg, T. Milazzo, et al. Subject: [URL VERDICT: Neutral] [Non-DoD Source] FY22 Compo 1,2,3 AMEDD & Officer National Media Flowcharts - Oct'22 Issuance Attach: 22-NMTF Compo 2 FLOWcharts & Change Tracker (Oct. 2022) |
| 1374 | 2022-11-00 | TWDC_GOOG_00076919 | TWDC_GOOG_00076941 | Highly Confidential | Yield Optimized Delivery Allocation (Y.O.D.A) - Product Requirement Document |
| 1375 | 2022-11-00 | GOOG-AT-MDL-008228528 | GOOG-AT-MDL-008228556 | Highly Confidential | Google Slide Deck (Nov. 2022) - DVAA Machine Costs |
| 1376 | 2022-11-00 | MSFT-LIT-0000003426 | MSFT-LIT-0000003429 | Highly Confidential - AEO | Xandr in Microsoft - Product Synergies Sneak Peek Presentation (Nov. 2022) |
| 1377 | 2022-11-01 | GOOG-AT-MDL-010369886 | GOOG-AT-MDL-010369897 | Confidential | Email (Nov. 1, 2022) From: D. Jean To: D. Jean Subject: Copy of [LOCKED] 2022 PLS Content Outline: Keynote Attach: Copy of [Locked] 2022 PLS Content Outline |

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| 1378 | 2022-11-01 | GOOG-AT-MDL-012039586 | GOOG-AT-MDL-012039589 | Confidential | Email (Nov. 1, 2022) From: S. Thomas To: E. Indacochea CC: S. Upadhyay, R. Figueriredo Sousa, A. Nandan Subject: The Trade Desk: Initiating Coverage |
| 1379 | 2022-11-02 | GOOG-AT-MDL-004211974 | GOOG-AT-MDL-004211981 | Confidential | DV360 CTV: Support Needed to Compete Against The Trade Desk, Amazon DSP |
| 1380 | 2022-11-08 | PBMTC-ANTRST-002360 | PBMTC-ANTRST-002380 | Publicly available | PubMatic Q3 2022 Earnings Call (Nov. 8, 2022) |
| 1381 | 2022-11-08 | CMS-ADS-0000529199 | CMS-ADS-0000529200 | Highly Confidential | Email (Nov. 8, 2022) From: A. Bramlett To: J. Biganini, B. Johanson, M. Ownes, C. Smith, M. Abreu, C. Koepke, et al. CC: D. Rebman, M. Cherrier, J. Neptune, et al. Subject: RE: Open Enrollment Report Week 4: 10/15 -11/6 |
| 1382 | 2022-11-09 | GOOG-AT-MDL-008778351 | GOOG-AT-MDL-008778356 | Highly Confidential | Project Poirot |
| 1383 | 2022-11-09 | GOOG-AT-MDL-018366782 | GOOG-AT-MDL-018366833 | Highly Confidential | Google Slide Deck (Nov. 8, 2022) - Ad Manager Workshop |
| 1384 | 2022-11-09 | MSFT-LIT-0000004160 | MSFT-LIT-0000004163 | Highly Confidential - AEO | Slide outline "Xandr in Microsoft Product Synergy Slides - Phase 2 - For Buyers - Talk Track" |
| 1385 | 2022-11-09 | NAVY-ADS-0000035513 | NAVY-ADS-0000035516 | Confidential | Email (Nov. 9, 2022) From: A. Owens To: N. Wachter, R. Fisch CC: S. Milliet, C. Edmondson, D. Benham Subject: Fw: Offsite Date Request |
| 1386 | 2022-11-10 | GOOG-AT-MDL-012065677 | GOOG-AT-MDL-012065679 | Confidential | Email (Nov. 10, 2022) From: D. Zutter To: Ads Strategix Intelligence Distribution BCC: S. Thomas Subject: Fwd: Market Intelligence - The Trade Desk 3Q22 Earnings: Significantly outperforming DV3 and digital ads peers |
| 1387 | 2022-11-10 | GOOG-AT-MDL-008314274 | GOOG-AT-MDL-008314279 | Confidential | Slide Deck - The Navy Partnership + Google: FY 2023 Joint Business Partnership Proposal |
| 1388 | 2022-11-15 | USAF-ADS-0000848193 | USAF-ADS-0000848259 | Highly Confidential | Air National Guard Slide Deck (Nov. 15, 2022) T.O. 064 Inspire & 063 Engage/Recruit ANG Merdia Recommendation |
| 1389 | 2022-11-15 | GOOG-AT-MDL-010372773 | GOOG-AT-MDL-010372831 | Confidential | Google Slide Deck - GNI 2.0 & the Future of Our Ecosystems Work: Global News Partnerships virtual offsite |
| 1390 | 2022-11-15 | NHTSA-ADS-0000494373 | NHTSA-ADS-0000494376 | Highly Confidential | Email (Nov. 15, 2022) From: M. Joyce To: S. McMeen CC: M. Joyce Subject: 2022 ADAS Media Campaign Report - Feb - Oct. 2022 Attach: 2022 October NHTSA Vehicle ADAS Report |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
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| 1391 | 2022-11-17 | NAVY-ADS-0000033360 | NAVY-ADS-0000033471 | Highly Confidential | Meeting Invite From: A. Owens To: S. Howard Location: Microsoft Team Meeting Start: 11/17/2022 |
| 1392 | 2022-11-21 | NAVY-ADS-0000373978 | NAVY-ADS-0000374145 | Highly Confidential | Y&R Digital Media Bill (Nov. 21, 2022) Client: NV0 Navy Invoice: 2B1354M1 |
| 1393 | 2022-11-21 | NAVY-ADS-000015543 | NAVY-ADS-000015622 | Confidential | Email (Nov. 21, 2022) From: T. Belk To: D. Sangster CC: J. Kelly, A. Owens, S. Ray, R. Fisch, D. Ronnie Subject: October EOM Reports Attached Attach: N9 Data Czar Bible October 2022; October 2022 Analytics Assessment; October 2022 Channel Summary |
| 1394 | 2022-11-23 | CMS-ADS-0000593107 | CMS-ADS-0000593110 | Highly Confidential | Email (Nov. 23, 2022) From: J. Biagini To: A. Bramlett, M. Edward, B. Johanson, M. Owen, C. Smith, M. Abreu, C. Koepke, et al. CC: D. Rebman, M. Cherrier, J. Neptune, R. Denise, et al. Subject: Re: Open Enrollment Report Week 6: 10/15 - 11/20 Attach: 2022 Open Enrollment Flowchart_V8 |
| 1395 | 2022-11-24 | GOOG-AT-MDL-008901305 | GOOG-AT-MDL-008901305 | Highly Confidential | AViDly voting Q4 2022 |
| 1396 | 2022-11-25 | CRITEO_GOOGLELIT_0000011698 | CRITEO_GOOGLELIT_0000011708 | Highly Confidential | COMP/AT.40670 - Google -AdTech and Data-related practices - RFI 18 to DSPs |
| 1397 | 2022-11-28 | TBLA-00001831 | TBLA-00001837 | Publicly available | Alternatives to Google Ads: The best competitors to Search |
| 1398 | 2022-11-29 | TTD_DOJ-GOOG23-0012267 | TTD_DOJ-GOOG23-0012286 | Highly Confidential - AEO | Email (Nov. 29, 2022) From: R. Dube To: S. Jacobson, E. Chater, T. Sims, G. Pitigoi-Aron, S. Uddin CC: L. Schenkein, B. Yoon, R. Banerjee Subject: FW: 3 Year Plan TAM - Update Attach: TAM Scenarios (11.28.2022) |
| 1399 | 2022-11-30 | CMS-ADS-0000626504 | CMS-ADS-0000626507 | Highly Confidential | Email (Nov. 30, 2022) From: J. Biagini To: A. Bramlett, E. Mace, B. Johanson, M.a Owens, C. Smith, M. Abreu, C. Koepke, et al. CC: D. Rebman, M. Cherrier, J. Neptune, D.e Rogozin, et al. Subject: Re: Open Enrollment Report Week 7 Attach: 2022 Open Enrollment Flowchart |

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| 1400 | 2022-11-30 | ARMY-ADS-0000043190 | ARMY-ADS-0000043204 | Highly Confidential | Email (Nov. 30, 2022) From: C. Zavala To: R. Castro, L. Morris, M. Hamper, L. Craig, S. Stone CC: R. Green, A. Pospesel, N. Broler, et al. Subject: [Non-DoD Source] FY22 and FY23 Compo 1,2,3 AMEDD & Officer National Media Flowcharts - November'22 Issuance Attach: 22-NMTF Compo 2 Flowcharts & Change Tracker, etc. |
| 1401 | 2022-12-00 | GOOG-AT-MDL-009720928 | GOOG-AT-MDL-009720945 | Highly Confidential | Google Slide Deck - 2022 G&A Wrapped |
| 1402 | 2022-12-06 | GOOG-AT-MDL-008717551 | GOOG-AT-MDL-008717587 | Confidential | Google Slide Deck (Dec. 6, 2022) - Ads Safety All Team |
| 1403 | 2022-12-07 | CENSUS-ADS-0000245053 | CENSUS-ADS-0000245055 | Confidential | Email (Dec. 7, 2022) From: L. Velez To: S. Scheid, K. Johnson CC: L. Sewell Subject: RE: Question about adding requirements to decennial census advertising contracts to assist with future research |
| 1404 | 2022-12-08 | N/A | N/A | Publicly available | Ad-Supported Disney+ Plan Now Available In The U.S. With More Than 100 Advertisers Across All Major Categories At Launch, The Walt Disney Company, December 8, 2022 |
| 1405 | 2022-12-09 | USAF-ADS-0000848189 | USAF-ADS-0000848192 | Highly Confidential | Email (Dec. 9, 2022) From: B. Zieman To: A. Charvat CC: A. Rome, R. Lane Subject: [Non-DoD Source] REVISED AIR 263G218 TO 63 Engage & Recruit ANG Media Plan Attach: RevisedANG T.O. 63_64 Media Plan (MOD) |
| 1406 | 2022-12-13 | GOOG-AT-MDL-003206332 | GOOG-AT-MDL-003206358 | Confidential | Google Slide Deck (Dec. 13, 2022) - Project Montana Recast Review |
| 1407 | 2022-12-13 | ARMY-ADS-0000126052 | ARMY-ADS-0000126052 | Highly Confidential | Email (Dec. 13, 2022) From: L. Morris To: L. Morris Subject: [Non-DoD Source] Anthem |
| 1408 | 2022-12-14 | NAVY-ADS-0000028530 | NAVY-ADS-0000028531 | Highly Confidential | Email (Dec. 14, 2022) From: R. Fisch To: S. Milliet, S. Ray CC: D. Sangster, J. Dwyer, A. Owens, J. Kelly Subject: [Non-DoD Source] Re: Adv ROI Project - Questions |
| 1409 | 2022-12-14 | NAVY-ADS-000028530 | NAVY-ADS-000028531 | Highly Confidential | Email (Dec. 14, 2022) From: R. Fisch To: S. Milliet, S. Ray CC: D. Sangster, J. Dwyer, A. Owens, J. Kelly Subject: Adv ROI Project - Questions |

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| 1410 | 2022-12-15 | GOOG-AT-MDL-010370874 | GOOG-AT-MDL-010370908 | Highly confidential | Google Slide deck (Dec. 15, 2022) - Sellside "need-to-Know" |
| 1411 | 2022-12-15 | GOOG-DOJ-AT-02647839 | GOOG-DOJ-AT-02647839 | Highly Confidential | Project Slice P&Ls Excel |
| 1412 | 2022-12-15 | GOOG-DOJ-AT-02647850 | GOOG-DOJ-AT-02647850 | Highly Confidential | DVAA P&L Google Spreadsheet |
| 1413 | 2022-12-15 | GOOG-DOJ-AT-02649859 | GOOG-DOJ-AT-02649859 | Highly Confidential | Google Spreadsheet - P&L spreadsheet |
| 1414 | 2022-12-15 | GOOG-DOJ-AT-02649868 | GOOG-DOJ-AT-02649868 | Highly Confidential | 2022 Display P&L Google Spreadsheet |
| 1415 | 2022-12-16 | N/A | N/A | Publicly available | Index Exchange Blog Post (Dec. 16, 2022): The Most Agile Year On Record: Top Programmatic Ad Trends to Watch in 2023 |
| 1416 | 2022-12-16 | NAVY-ADS-0000029448 | NAVY-ADS-0000029525 | Highly Confidential | Email (Dec. 16, 2022) From: B. Mason To: A. Owens, P. Garlinghouse, L. Eastwood, et al. CC: A. Paige-Powers, et al. Subject: TNP Presentation of Q2 Tactical Media Plan Attach: Navy Feb-May Tactical Media - Final |
| 1417 | 2022-12-16 | USAF-ADS-0000785936 | USAF-ADS-0000785960 | Confidential | Email (Dec. 16, 2022) From: R. Conroy To: L. Stott, E. Cardenas CC: T. Grabarczyk Subject: RE: For Review / TO71 / Updated FY23Q2 Local Digital Media Plan Attach: smime.p7s |
| 1418 | 2022-12-23 | N/A | N/A | Highly Confidential | Air Force Communication with Attorneys Timeline |
| 1419 | 2022-12-23 | N/A | N/A | No designation | Navy Communications with Attorneys |
| 1420 | 2022-12-31 | N/A | N/A | Publicly available | Criteo 10-K (for the Fiscal Year Ended December 31, 2022 |
| 1421 | 2022-12-31 | N/A | N/A | Publicly available | Magnite 10-K for fiscal year ended December 31, 2022 |
| 1422 | 2023-00-00 | N/A | N/A | Publicly available | Ads Safety Report 2023 |
| 1423 | 2023-00-00 | N/A | N/A | Publicly available | Amazon, Amazon DSP - Start advertising with a demand side platform, 2023 |
| 1424 | 2023-00-00 | N/A | N/A | Publicly available | 2023 Bad Bot Report |
| 1425 | 2023-00-00 | CRITEO_GOOGLELIT_0000003430 | CRITEO_GOOGLELIT_0000003432 | Highly Confidential | Slide deck - Criteo & Google 2023 Technical Plan |
| 1426 | 2023-00-00 | N/A | N/A | Publicly available | Meta, Discover Facebook Ad Formats for Your Business Goals, 2023 |
| 1427 | 2023-00-00 | TWDC_GOOD_00076949 | TWDC_GOOD_00076965 | Highly Confidential | Rebecca Jarvis Speaker Notes for the 2023 Disney Tech & Data Showcase |
| 1428 | 2023-00-00 | N/A | N/A | Publicly available | FreeWheel, Products, 2023 (providing an overview of Comcast's FreeWheel offerings) |
| 1429 | 2023-00-00 | GOOG-AT-MDL-004685078 | GOOG-AT-MDL-004685119 | Highly Confidential | Slide Deck: Team DDB, AEMO + Google - 2023 Partnership + 2024 Planning |
| 1430 | 2023-00-00 | GOOG-AT-MDL-006093095 | GOOG-AT-MDL-006093162 | Highly Confidential | Google Slide Deck (Q1'23) - Competitive Selling deep dive |
| 1431 | 2023-00-00 | GOOG-AT-MDL-009709863 | GOOG-AT-MDL-009709863 | Highly Confidential | Google Display P&L 2023 |
| 1432 | 2023-00-00 | GOOG-AT-MDL-010373988 | GOOG-AT-MDL-010374040 | Confidential | Google Slide Deck - Ad Manager: Web Capabilities |

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| 1433 | 2023-00-00 | GOOG-AT-MDL-010376818 | GOOG-AT-MDL-010376975 | Confidential | Google Slide Deck - Sellside Roadshow 2023 - Product Roadmap (Day 1) |
| 1434 | 2023-00-00 | GOOG-AT-MDL-013019905 | GOOG-AT-MDL-013019949 | Highly Confidential | Google Slide Deck (Q1 2023) - Synthesis: Business Insights |
| 1435 | 2023-00-00 | GOOG-AT-MDL-016509193 | GOOG-AT-MDL-016509204 | Highly Confidential | Google Ad Manager 2023 Operating Plan |
| 1436 | 2023-00-00 | N/A | N/A | Publicly available | Amazon, Homepage - Amazon Publisher Services, 2023; and Amazon Jobs, Publisher Technology, 2023 |
| 1437 | 2023-00-00 | N/A | N/A | Publicly available | Digital Ad Fraud Handbook - IAB |
| 1438 | 2023-00-00 | N/A | N/A | Publicly available | Meta, Meta Audience Network: Code of Conduct, 2023 |
| 1439 | 2023-00-00 | N/A | N/A | Publicly available | Meta, Meta for Business: New Campaign Structure, 2023 |
| 1440 | 2023-00-00 | N/A | N/A | Publicly available | Microsoft, Xandr – Publisher Platforms, 2023 |
| 1441 | 2023-00-00 | N/A | N/A | Publicly available | Prebid, Introduction to Prebid, 2023 |
| 1442 | 2023-00-00 | N/A | N/A | Publicly available | PubMatic, Activate the Future of Video & CTV Buying Today, 2023 |
| 1443 | 2023-00-00 | N/A | N/A | Publicly available | PubMatic Q1 2023 Earnings Call: Prepared Remarks |
| 1444 | 2023-00-00 | TTD_DOJ-GOOG23-0033644 | TTD_DOJ-GOOG23-0033644 | Highly Confidential - AEO | Spreadsheet summarizing display ad spending |
| 1445 | 2023-01-00 | COM-00001141 | COM-00001153 | Highly Confidential | CTV Programmatic Head-to-Head Test (Jan. 2023) Google vs. The Trade Desk |
| 1446 | 2023-01-00 | GOOG-AT-MDL-018838673 | GOOG-AT-MDL-018838675 | Highly Confidential | PR Comms Doc: Malvertising |
| 1447 | 2023-01-00 | TTD_DOJ-GOOG23-0001194 | TTD_DOJ-GOOG23-0001227 | Highly Confidential - AEO | Slide Deck (Jan. 2023) - Unified Id 2.0 for publishers |
| 1448 | 2023-01-03 | CMS-ADS-0000189390 | CMS-ADS-0000189390 | Highly Confidential | Email (Jan. 3, 2023) From: M. Wolin To: M. Wolin, B. Charles, C. Koepke, M. Hough Subject: DOJ-HHS/CMS Call regarding Online Advertising Purchasing |
| 1449 | 2023-01-04 | TTD_DOJ-GOOG23-0012445 | TTD_DOJ-GOOG23-0012468 | Highly Confidential - AEO | Email (Jan. 4, 2023) From: C. Toth To: J. Green, B. Grayson, T. Sims, L. Schenkein, I. Colley, M. Zurich CC: J. Graces Subject: The Trade Desk Initiation (Neutral, \$43 target): Not Ready to Make a Trade Attach: NSR TTD Initiation |
| 1450 | 2023-01-05 | CENSUS-ADS-0000074490 | CENSUS-ADS-0000074542 | Confidential | 2020 Census Evaluation Report Investigating Digital Advertising and Online Self-Response |
| 1451 | 2023-01-06 | CENSUS-ADS-0000074369 | CENSUS-ADS-0000074414 | Confidential | 2020 Census Program Internal Memorandum Series Date: Jan 6, 2023 Memo For: The Record From: Jennifer W. Reichert Subject: 2020 Census Investigating Digital Advertising and Online Self-Response Evaluation Report |
| 1452 | 0000-01-09 | USPS-ADS-0000899149 | USPS-ADS-0000899151 | Confidential | Text Message (Jan. 9) To: (301) 437-7574 |

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| 1453 | 2023-01-09 | USPS-ADS-0000140586 | USPS-ADS-0000140588 | Confidential | Email (Jan. 9, 2023) From: M. Gardner To: C. Karpenko CC: A. Korns Subject: OIG Request for Assistance |
| 1454 | 2023-01-09 | CENSUS-ADS-0000709086 | CENSUS-ADS-0000709087 | Confidential | Email (Jan. 9, 2023) From: K. Johnson To: M. Cannon Subject: Re: Questions Related to Digital Advertising |
| 1455 | 2023-01-09 | GOOG-AT-MDL-002038329 | GOOG-AT-MDL-002038380 | Highly Confidential | Email (Jan. 9, 2023) From: E. Adamu To: C. Verhoofstad CC: multiple Google recipients Subject: Re: #1 Performant DSP Attac: DSP 2H 2022 Report |
| 1456 | 2023-01-10 | TTD_DOJ-GOOG23-0032468 | TTD_DOJ-GOOG23-0032469 | Highly Confidential - AEO | Email (Jan. 10, 2023) From: M. Blacker To: M. Fogarty Subject: Blacker Pub stuff |
| 1457 | 2023-01-11 | CMS-ADS-0000064968 | CMS-ADS-0000064971 | Highly Confidential | Email (Jan. 11, 2023) From: H. Baier To: M. Broccolino CC: C. Koepke, L. Salerno, C. Astrin, M. Krawczyk, B. Johanson Subject: SMG Weekly Agenda Attach: IAT email; IRA rollout - draft content insulin vaccinations; Jan2023 |
| 1458 | 2023-01-11 | USPS-ADS-0000041965 | USPS-ADS-0000041965 | Confidential | Email (Jan. 11, 2023) From: L. Catucci To: C. Karpenko CC: M. Bottenberg, B. Pasco Re: [redacted] Attach: USPS Official Allow List 2022 |
| 1459 | 2023-01-11 | USPS-ADS-0000041966 | USPS-ADS-0000041966 | Confidential | Spreadsheet attached to exhibit 36a |
| 1460 | 2023-01-11 | USPS-ADS-0000043815 | USPS-ADS-0000043816 | Confidential | Email (Jan. 11, 2023) From: M. Knopf To: C. Karpenko Subject: [redacted] |

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| 1461 | 2023-01-12 | CMS-ADS-0000531032 | CMS-ADS-0000531072 | Highly Confidential | Email (Jan. 12, 2023) From: C. Koepke To: H. Baier Subject: FW: Fraud Contract Attach: 75CMC18D0045; Task Order Terms and Conditions; Statement of Work; Contractor Conflict of Interest |
| 1462 | 2023-01-17 | MSFT-LIT-0000040248 | MSFT-LIT-0000040248 | Highly Confidential - AEO | Slide Deck - Matching refresher and all our similarities to Google Ads |
| 1463 | 2023-01-17 | USPS-ADS-000902290 | USPS-ADS-000902373 | Confidential | Email (Jan. 17, 2023) From: S. Chang To: C. Karpenko CC: M. Votsch, M. Bottenberg, S. Boardman, M. Weaver Subject: RE: UM Contract Attach: Fuliy Executed; 2022 Specialty Services Addendum; USPS Matterkind Lead Gen - OBM Scope |
| 1464 | 2023-01-17 | CENSUS-ADS-0000244816 | CENSUS-ADS-0000244818 | Confidential | Email (Jan. 17, 2023) From: J. Benson To: K. Johnson CC: J. Lee, kmccaffrey@reingold.com Re: Fwd: Question re: Digital Ads for 2020 Attach: AIAN MAF_Digital Incremental for NRFU MAF |
| 1465 | 2023-01-18 | GOOG-AT-MDL-013277655 | GOOG-AT-MDL-013277658 | Highly Confidential | PRD: No yield group header bidding O&E |
| 1466 | 2023-01-18 | CMS-ADS-0000440295 | CMS-ADS-0000440295 | Confidential | Email (Jan. 18, 2023) From: H. Baier To: C. Koepke, L. Salerno, B. Johanson Subject: Barb's 2:1 agenda |
| 1467 | 2023-01-18 | CMS-ADS-0000569654 | CMS-ADS-0000569667 | Confidential | Email (Jan. 18, 2023) From: M. Hinkes To: L. Salerno CC: C. Koepke, N. Duffy Subject: Re: Medicare Savings Search Analysis Deep Dive Attach: CMS + Google Call 1.13 |
| 1468 | 2023-01-23 | N/A | N/A | Publicly available | Microsoft, Microsoft and OpenAI extend partnership, January 23, 2023 |
| 1469 | 2023-01-23 | N/A | N/A | Highly Confidential | Israel Figure 91: Google Ads U.S. Spending via Third-Party Exchanges, 2015-2022 |
| 1470 | 2023-01-24 | GOOG-AT-MDL-009533626 | GOOG-AT-MDL-009533627 | Confidential | Email (Jan. 24, 2023) From: J. Spero To: B. Kraham CC: K. Alessi, D. Taylor, K. Stocks, N. Chadha, D. Weinstein, et al. Subject: Re: Jerry Notes |

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| 1471 | 2023-01-24 | NHTSA-ADS-0000250045 | NHTSA-ADS-0000250049 | Highly Confidential | Email (Jan. 24, 2023) From: J. Flannery To: E. Nilsson CC: S. McMeen Subject: Questions for Campaigns Attach: Data Call - NHSTA Media Process |
| 1472 | 2023-01-24 | NHTSA-ADS-0000328452 | NHTSA-ADS-0000328455 | Confidential | Email (Jan. 24, 2023) From: S. McMeen To: J. Vallese CC: S. McMeen Subject: OST Media Process and Impressions Questions Attach: NHTSA Media Process 12423 |
| 1473 | 2023-01-26 | GOOG-AT-MDL-017191980 | GOOG-AT-MDL-017192033 | Highly Confidential | Google Slide Deck (Jan. 26, 2023) - Alphabet Inc. 2022 Audit Results |
| 1474 | 2023-01-30 | N/A | N/A | Publicly available | OpenX Press Release (Jan. 30, 2023): OpenX Announces First Programmatic Horizon Media Blu.ID Integration |
| 1475 | 2023-02-00 | CRITEO_GOOGLELIT_0000006967 | CRITEO_GOOGLELIT_000000697 | Highly Confidential | PDG Update Q1 2023 Presentation (Feb. 2023) Tech/Product Workshop |
| 1476 | 2023-02-00 | GOOG-AT-MDL-019180822 | GOOG-AT-MDL-019180904 | Highly Confidential | Google Slide Deck (Feb. 2023) - Ads Privacy & Regulations Q1 2023 OKR Review |
| 1477 | 2023-02-01 | GOOG-AT-MDL-009858476 | GOOG-AT-MDL-009858505 | Highly confidential | Google Slide deck (Feb. 1, 2023) - Publisher-first approach |
| 1478 | 2023-02-02 | N/A | N/A | Publicly available | Alphabet Inc. Form 10-K for the fiscal year ended December 31, 2022 |
| 1479 | 2023-02-02 | COM-00000104 | COM-00000232 | Highly Confidential | Q2 2023 HQ Product Diff Tactical Review (Feb. 2, 2023) Presentation |
| 1480 | 2023-02-02 | N/A | N/A | Publicly available | Meta 10-K for 2022 |
| 1481 | 2023-02-03 | N/A | N/A | Publicly available | Helping Publishers Implement the Criteo ID to Increase Revenue, Equativ, February 3, 2023 |
| 1482 | 2023-02-06 | NEWSCORP_GOOG_0000158 | NEWSCORP_GOOG_0000165 | Highly Confidential | Dow Jones AdTech: FY24 Investment Overview |
| 1483 | 2023-02-14 | USPS-ADS-0000042055 | USPS-ADS-0000042181 | Confidential | Email (Feb. 14, 2023) From: A. Meehan To: C. Karpenko, K. Copeland, T. Simmons, M. Bottenberg, R. Hines, S. Starr, S. Holman, T. Poling CC: N. Torres, M. Knopf, L. Catucci, G. Scarpa, at al. Subject: RE: FY'22 DFA/Connect Recap Attach: FY22 USPS DFA_Connect Wrap Up 2.14 |
| 1484 | 2023-02-15 | N/A | N/A | Publicly available | Trade Desk, Inc. 10-K (FY 2022) |

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| 1485 | 2023-02-15 | DOJ-ADS-0000071932 | DOJ-ADS-0000071932 | Confidential | Email Calendar Invite (Feb. 16, 2023) From: D. Geiger To: B. Kressin Subject: DOJ/Kressin call Start: 2/16/2023 5:15 |
| 1486 | 2023-02-16 | USAF-ADS-0000017327 | USAF-ADS-0000017345 | Highly Confidential | Email (Feb. 16, 2023) From: mike@talonpe.com To: B. Dickey, A. Rome, J. Eitzehhefer, Z. Atkinson CC: S. Joina Subject: [URL Verdict:: Neutral][Non-DoD Source] FW: USAF Recruiting Free Trial CLIX: Partnership Overview Attach: Clix Brand Partnerships 2023, Clix Engagement Metrics |
| 1487 | 2023-02-18 | MSFT-LIT-0000015843 | MSFT-LIT-0000015894 | Highly Confidential - AEO | Slide Deck - Publishers Adserver |
| 1488 | 2023-02-21 | DOJ-ADS-0000071484 | DOJ-ADS-0000071486 | Confidential | Email Calendar Invite (Feb. 21, 2023) From: A. Soroca To: D. Geiger Subject: [EXTERNAL] Accepted: FW: Magnite Call @ Tue Feb 21, 2023 Start: 2/21/2023 8:00am |
| 1489 | 2023-02-22 | N/A | N/A | Publicly available | Magnite Reports Record Fourth Quater and Full-Year 202 Results |
| 1490 | 2023-02-23 | GOOG-AT-MDL-009480774 | GOOG-AT-MDL-009480784 | Highly Confidential | Alejandro Borgia - 2022 Ads Safety Report Training |
| 1491 | 2023-02-23 | MSFT-LIT-0000005353 | MSFT-LIT-0000005353 | Highly Confidential - AEO | Slide Deck - Questions about supply strategy |
| 1492 | 2023-02-24 | DOJ-ADS-0000070576 | DOJ-ADS-0000070579 | Confidential | Email Calendar Invite (Feb. 24, 2023) From: J. Roberts To: D. Geiger Subject: DOJ/Kressin call Start: 2/24/2023 11:00 |
| 1493 | 2023-02-24 | DOJ-ADS-0000071930 | DOJ-ADS-0000071930 | Confidential | Teams Meeting (Feb. 24, 2023) From: D. Geiger To: B. Kressin, M. Hough Subject: DOJ/OpenX Call Start: 3/1/2023 |
| 1494 | 2023-02-25 | GOOG-AT-MDL-014217466 | GOOG-AT-MDL-014217520 | Confidential | Google Slide Deck - Google News Initiative: Overview of Programs |
| 1495 | 2023-02-27 | DOJ-ADS-0000071483 | DOJ-ADS-0000071483 | Highly Confidential | Email (Feb. 27, 2023) From: D. Geiger To: D. Geiger Subject: Magnite Chat |
| 1496 | 2023-02-28 | VOX_00000256 | VOX_00000274 | Highly Confidential - AEO | Email thread of internal communication re updates regarding an SSP launch |

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| 1497 | 2023-02-28 | DOJ-ADS-0000070181 | DOJ-ADS-0000070181 | Confidential | Email (Feb. 28, 2023) From: B. Kressin To: D. Geiger Subject: [EXTERNAL] Accepted: DOJ/Advance Local call |
| 1498 | 2023-03-00 | GOOG-AT-MDL-013480014 | GOOG-AT-MDL-013480035 | Highly Confidential | Google Slide Deck (Mar. 2023) - & Google: Date 2022 |
| 1499 | 2023-03-00 | GROUPM 00000350 | GROUPM 00000413 | Highly Confidential | Programmatic 201 Programmatic Approach Presentation (Mar. 2023) |
| 1500 | 2023-03-00 | N/A | N/A | Confidential | Investor Presentation, First Quarter 2023 |
| 1501 | 2023-03-00 | N/A | N/A | Publicly available | Deloitte The CMO Survey - Managing Brand, Growth, and Metrics |
| 1502 | 2023-03-01 | DOJ-ADS-0000070376 | DOJ-ADS-0000070379 | Confidential | Email (Mar. 1, 2023) From: William (Conde Nast) To: G. Geiger Subject: [EXTERNAL] Tentatively Accepted: FW: DOJ Conde Nast @ Mon 6 Mar 2023 3pm-4pm |
| 1503 | 2023-03-01 | DOJ-ADS-0000071952 | DOJ-ADS-0000071954 | Confidential | Email (Mar. 1, 2023) From: J. Rooney To: D. Geiger Subject: [EXTERNAL] Accepted: DOJ/Open X Call @ Wed Mar 1, 2023 |
| 1504 | 2023-03-06 | GOOG-AT-MDL-012978414 | GOOG-AT-MDL-012978420 | Highly Confidential | Google Doc (Mar. 6, 2023) LVHM - T2T Karen/Mathilde Event |
| 1505 | 2023-03-07 | GOOG-AT-MDL-014383647 | GOOG-AT-MDL-014383649 | Highly Confidential | Email (March 7, 2023) From: D. Jean To: C. Barrio Ben-Gur CC: P. Patel, V. Sinaniyev, I. Fradlis, C. Ganon, M. Jordan, S. Sheffer, et al. Subject: Re: [CTV Acceleration] Update #1 Q1 2023 |
| 1506 | 2023-03-08 | GOOG-AT-MDL-007017426 | GOOG-AT-MDL-007017475 | Confidential | Google Slide Deck - Answers to Frequently Asked Questions |
| 1507 | 2023-03-08 | USPS-ADS-0000040943 | USPS-ADS-0000040943 | Confidential | Email (Mar. 8, 2023) From: C. Karpenko To: L. Catucci Subject: Ad Spend |
| 1508 | 2023-03-09 | GOOG-AT-MDL-009017857 | GOOG-AT-MDL-009017877 | Highly Confidential | Google Slide Deck - Display P&L Overview |
| 1509 | 2023-03-13 | N/A | N/A | Publicly available | Taboola's 2022 10-K |
| 1510 | 2023-03-14 | N/A | N/A | Publicly available | Magnite Press Release (Mar. 14, 2023): Graeme Lynch, Why advertisers need to optimize their supply paths to prepare for 2023 and beyond |

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| 1511 | 2023-03-14 | GOOG-AT-MDL-011642767 | GOOG-AT-MDL-011642768 | Highly Confidential | Email (Mar. 14, 2023) From: C. Keeler To: P. Cines CC: OPA NA acquisitions, S. Sheffer, N. Sajous, S. Peros, OPG Americas Functional Leads, V. Sinaniyev, A. Pasha, N. Wolf, et al. Subject: Re: [OPG-NA-Acquisitions] Amazon's IMDb - Deal Closed! |
| 1512 | 2023-03-20 | N/A | N/A | Publicly available | Google, 10 tips for Google Ads budget management, Google Ads Resources (Mar. 20, 2023) |
| 1513 | 2023-03-22 | GOOG-AT-MDL-009484652 | GOOG-AT-MDL-009484678 | Confidential | Alejandro Borgia, Dan Taylor Ads Safety Report (March 22, 2023) |
| 1514 | 2023-03-14 | GOOG-AT-MDL-009760897 | GOOG-AT-MDL-009760974 | Highly Confidential | Google Slide Deck (March 14, 2023) - Learn with ASAP Google Marketing Platform Foundations |
| 1515 | 2023-03-27 | GOOG-AT-MDL-011644302 | GOOG-AT-MDL-011644304 | Confidential | Email (Mar. 27, 2023) From: S. Bolger To: J. Weinberg CC: P. Patel, A. Ciccone, N. Wolf, D. Lam, S. Sheffer, D. Jean, S. Peros, V. Sinaniyev Subject: Re: [OPG-NA- Acquisitions] Re: Coursera Inc. - Deal Closed! |
| 1516 | 2023-03-29 | N/A | N/A | Publicly available | 2022 Ads Safety Report, Google |
| 1517 | 2023-03-29 | GOOG-AT-MDL-004021173 | GOOG-AT-MDL-004021175 | Confidential | Our 2022 Ads Safety Report By: Alajandro Borgia |
| 1518 | 2023-03-29 | GOOG-AT-MDL-004022840 | GOOG-AT-MDL-004022841 | Confidential | Google Blog Post (Mar. 29, 2023): Announcing the launch of the new Ads Transparency Center |
| 1519 | 2023-03-29 | N/A | N/A | Publicly available | Alejandro Borgia, Our 2022 Ads Safety Report, Google Ads & Commerce Blog |
| 1520 | 2023-04-00 | GOOG-AT-MDL-008930610 | GOOG-AT-MDL-008930620 | Confidential | Alphabet Document Section: Expense Business Owner: Gabor Turschl Effective Date: January 2006 Revised on: April 2023 |
| 1521 | 2023-04-03 | N/A | N/A | Publicly available | About Invest DSP, Xandr Documentation Center, April 3, 2023 |
| 1522 | 2023-04-06 | N/A | N/A | Publicly available | U.S. Securities and Exchange Commission, "Exchange Act Reporting and Registration" (Apr. 6, 2023) |
| 1523 | 2023-04-07 | GOOG-AT-MDL-016508208 | GOOG-AT-MDL-016508240 | Highly Confidential | Google Doc - Ad Traffic Quality FAQs |
| 1524 | 2023-04-11 | MSFT-LIT-0000062147 | MSFT-LIT-0000062147 | Confidential | Slide Deck - Welcome to Microsoft Advertising |
| 1525 | 2023-04-11 | N/A | N/A | No designation | Plaintiff United States of America's Objections to Defendant Google's First Set of Interrogatories to the United States |
| 1526 | 2023-04-17 | N/A | N/A | Publicly available | Google, Coming soon: April 17, 2023 edition, Display & Video 360 announcements (Apr. 17, 2023) |
| 1527 | 2023-04-17 | GOOG-AT-MDL-009483895 | GOOG-AT-MDL-009483925 | Highly Confidential | Google Slide Deck - P3 Platforms, Publishers, & Privacy (2023 Spark) |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
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| 1528 | 2023-04-17 | N/A | N/A | Publicly available | Magnite Press Release (Apr. 17, 2023): Magnite Launches ClearLine, Giving Ad Agencies a New, Efficient Route to Premium Video Inventory |
| 1529 | 2023-04-19 | N/A | N/A | Publicly available | Andrew Casale, An Open Letter: Strengthening Our Partnership and Commitment to DSPs, Index Exchange, April 19, 2023 |
| 1530 | 2023-04-20 | MAGNITE-00002598 | MAGNITE-00002671 | Highly Confidential | Board of Directors Meeting (Apr. 20, 2023) |
| 1531 | 2023-04-22 | USAF-ADS-0000771759 | USAF-ADS-0000771759_0035 | Highly Confidential | GSD&M Invoice (Apr. 22, 2023) COTR: TSgt Charvat |
| 1532 | 2023-04-26 | N/A | N/A | No designation | Plaintiff States' Responses and Objections to Google's First Sets of Interrogatories to the States |
| 1533 | 2023-04-28 | DOJ-ADS-0000095371 | DOJ-ADS-0000095371 | Confidential | Email (Apr. 28, 2023) From: M. Gudowski To: M. Buse, B. Kressin, N. Rosenhouse Subject: Daily Beast/Antitrust Division Interview |
| 1534 | 2023-05-00 | ADFORM-001835 | ADFORM-001884 | Highly Confidential | Slide Deck (May 2023) - Monthly Highlights Deck |
| 1535 | 2023-05-00 | COM-00000415 | COM-00000435 | Highly Confidential | CB NED Q1 2023 Performance QBR (May 2023) Presentation |
| 1536 | 2023-05-00 | GOOG-AT-MDL-009111295 | GOOG-AT-MDL-009111303 | Confidential | eMarketer - US Ad Spending 2023 |
| 1537 | 2023-05-00 | YAH_GG_LIT_003737 | YAH_GG_LIT_003887 | Highly Confidential | Yahoo doc - Time period (Apr 2018-Mar 2023) Ad Product Attributes |
| 1538 | 2023-05-01 | N/A | N/A | Publicly available | David Mitby, More effective media buying on apps, Google, May 1, 2023 |
| 1539 | 2023-05-05 | N/A | N/A | Publicly available | Xandr - Seller Best Practices Webpage |
| 1540 | 2023-05-09 | N/A | N/A | Publicly available | PubMatic, "Q1 2023 Earnings Call: Prepared Remarks," May 9, 2023 |
| 1541 | 2023-05-09 | PBMTC-ANTRST-002398 | PBMTC-ANTRST-002416 | Publicly available | PubMatic Q1 2023 Earnings Call (May 9, 2023) |
| 1542 | 2023-05-10 | N/A | N/A | Publicly available | Refinitiv Street events - Edited Transcript MGNI.OQ - Q1 2023 Magnite Inc. Earnings Call Event Date Time/ May 10, 2023/8:30PM |
| 1543 | 2023-05-12 | GOOG-AT-MDL-018576021 | GOOG-AT-MDL-018576496 | Confidential | Google Slide Deck - Compilation of Case Studies |
| 1544 | 2023-05-16 | CRITEO_GOOGLELIT_0000000693 | CRITEO_GOOGLELIT_000000071 | Highly Confidential | BidSwitch Product Proposals |
| 1545 | 2023-05-17 | CRITEO_GOOGLELIT_0000000729 | CRITEO_GOOGLELIT_000000073 | Highly Confidential | 22Q4 - Margin Targets Discussions |
| 1546 | 2023-05-17 | CRITEO_GOOGLELIT_000000075 | CRITEO_GOOGLELIT_000000076 | Highly Confidential | Understanding our Non-Second Price-Bidder (NSPB) |
| 1547 | 2023-05-18 | CMS-ADS-0001096610 | CMS-ADS-0001096610 | Highly Confidential | CMS Healthcare General Ledger Accounting System CMSAA DAO Transactions Report |
| 1548 | 2023-05-24 | KVL00000225 | KVL00000232 | Highly Confidential | Slide Deck - Ad Tech 101 |
| 1549 | 2023-05-24 | KVL00000311 | KVL00000323 | Highly Confidential | Slide Deck - Kevel Overview |
| 1550 | 2023-05-30 | SNAP_00000001 | SNAP_00000001 | Highly Confidential | Advertising Revenue Spreadsheet |
| 1551 | 2023-05-31 | IX_00000001 | IX_00000001 | Highly Confidential | Index Exchange - Data Requests |
| 1552 | 2023-06-02 | EQUATIV-000000001 | EQUATIV-000000077 | Highly Confidential | Slide Deck - Internal Guidelines |
| 1553 | 2023-06-08 | N/A | N/A | Publicly Available | Equativ Celebrates One-Year Since Rebrand |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
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| 1554 | 2023-06-09 | GOOG-AT-MDL-013271458 | GOOG-AT-MDL-013271641 | Highly Confidential | DRX Named Release Monthly Updates |
| 1555 | 2023-06-12 | N/A | N/A | Highly Confidential | Plaintiff United States of America's First Supp Response to Google's First Set of Interrogatories to the United States |
| 1556 | 2023-06-21 | N/A | N/A | Publicly available | Google, Google Platform Services Terms and Conditions, Google |
| 1557 | 2023-06-22 | N/A | N/A | Publicly available | Microsoft Advertising Blog Post (June 22, 2023): L. Mackessy & K. D'Souza, AI in action: See the future with Predictive Targeting |
| 1558 | 2023-06-22 | GOOG-AT-MDL-010378088 | GOOG-AT-MDL-010378090 | Confidential | Adweek: Yahoo and Amobee DSPs Remove Google Open Bidding as a Source of Supply |
| 1559 | 2023-06-22 | GOOG-AT-MDL-016660938 | GOOG-AT-MDL-016660956 | Confidential | LNA for Bjorke Section 1: Contribution, Challenge, Influence, Expertise |
| 1560 | 2023-06-22 | N/A | N/A | No designation | Plaintiff United States of America's Objections to Defendant Google First Set of Requests For Admissions to the United States |
| 1561 | 2023-06-22 | N/A | N/A | No designation | Plaintiff United States of America's Objections to Defendant Google's Second Set of Interrogatories to the United States |
| 1562 | 2023-06-22 | GOOG-AT-MDL-010375463 | GOOG-AT-MDL-010375668 | Confidential | Sellside Roadshow 2023 Presentation |
| 1563 | 2023-06-26 | N/A | N/A | Confidential | 2023.06.26 Privilege Log |
| 1564 | 2023-07-06 | DOJ-ADS-0000096800 | DOJ-ADS-0000096938 | Highly Confidential | Email (July 6, 2023) From: J. Ryan To: J. Klausner Cc: S. Benowich, V. Liu, D. Henry, R. Zwolinski, K. Clemons, V. Molina, L. Petterson Subject: RE: DOJ/google Ad Tech Litigation - WPP and its operating companies, including Xaxis, VMLY&R and Wunderman Thompson |
| 1565 | 2023-07-07 | N/A | N/A | Highly Confidential | United States of America's Responses to Defendant Google LLC's Second Set of Interrogatories to the United States |
| 1566 | 2023-07-07 | N/A | N/A | Highly Confidential | Plaintiff United States of America's Response to Defendant Google LLC's Second Set of Interrogatories |
| 1567 | 2023-07-07 | N/A | N/A | No designation | Plaintiff United States of America's Response to Defendant Google's First Set of Requests For Admissions To The United States |
| 1568 | 2023-07-07 | N/A | N/A | Highly Confidential | Plaintiff United States of America's Response to Defendant Google's Second Set of Interrogatories to the United States |
| 1569 | 2023-07-12 | GOOG-AT-MDL-008930706 | GOOG-AT-MDL-008930753 | Confidential | Google Document - Process Information |
| 1570 | 2023-07-20 | N/A | N/A | No designation | Plaintiffs' Objections to Defendant Google's Third Set of Interrogatories to the United States and Second Set of Interrogatories to the States |
| 1571 | 2023-08-02 | N/A | N/A | No designation | Plaintiff United States of America's Amended Responses to Defendant Google's First Set of Requests For Admissions To The United States |
| 1572 | 2023-08-03 | N/A | N/A | Highly Confidential | Plaintiff United States of America's First Supplemental Responses to Defendant Google's Second Set of Interrogatories to the United States (Census) |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
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| 1573 | 2023-08-03 | N/A | N/A | Highly Confidential | Plaintiff United States of America's Second Supplemental Responses to Defendant Google's Second Set of Interrogatories to the United States (USPS) |
| 1574 | 2023-08-03 | N/A | N/A | Highly Confidential | Plaintiff United States of America's Second Supplemental Responses to Defendant Google's First Set of Interrogatories to the United States (Census Bureau) |
| 1575 | 2023-08-03 | N/A | N/A | Highly Confidential | Plaintiff United States of America's Third Supplemental Responses to Defendant Google's First Set of Interrogatories to the United States (USPS) |
| 1576 | 2023-08-03 | N/A | N/A | Highly Confidential | Plaintiffs' Responses to Defendant Google's Third Set of Interrogatories to the United States and Second Set of Interrogatories to the States |
| 1577 | 2023-08-07 | N/A | N/A | Highly Confidential | Plaintiff United States of America's Corrected Third Supplemental Responses to Defendant Google's First Set Interrogatories to the United States |
| 1578 | 2023-08-07 | N/A | N/A | No designation | Plaintiff United States of America's Second Amended Responses To Defendant Google First Set of Requests For Admissions To The United States |
| 1579 | 2023-08-09 | N/A | N/A | Publicly available | Refinitiv Street events - Edited Transcript MGNI.OQ - Q2 2023 Magnite Inc. Earnings Call Event Date Time/ August 9, 2023/8:30PM |
| 1580 | 2023-08-10 | N/A | N/A | Publicly available | Nic & Zoe marketing mailer (received by Martha in the mail showing how the USPS is helping businesses link the digital and physical worlds with direct mail) |
| 1581 | 2023-08-10 | N/A | N/A | Highly Confidential | Deposition Cheat Sheet - Topic 21: Microsoft DOJ Investigation Communication Timeline |
| 1582 | 2023-08-10 | N/A | N/A | No designation | Plaintiff's Objections to Google's Fourth Set of Interrogatories to the United States and Third Set of Interrogatories to the States |
| 1583 | 2023-08-10 | N/A | N/A | Highly Confidential | Plaintiff United States of America's First Supplemental Responses to Defendant Google's Second Set of Interrogatories to the United States (Navy) |
| 1584 | 2023-08-10 | N/A | N/A | Highly Confidential | Plaintiff United States of America's Second Supplemental Responses to Defendant Google's First Set of Interrogatories to the United States (Navy) |
| 1585 | 2023-08-15 | N/A | N/A | No designation | Plaintiff United States First Supplemental Responses to Defendant Google's Second Set of Interrogatories to the United States (Army) |
| 1586 | 2023-08-15 | N/A | N/A | Highly Confidential | Plaintiff United States Second Supplemental Responses to Defendant Google's First Set of Interrogatories to the United States (Army) |
| 1587 | 2023-08-16 | N/A | N/A | Highly Confidential | Plaintiff United States First Supplemental Responses to Defendant Google's Second Set of Interrogatories to the United States (CMS) |
| 1588 | 2023-08-16 | N/A | N/A | Highly Confidential | Plaintiff United States Second Supplemental Responses to Defendant Google's First Set of Interrogatories to the United States (CMS) |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
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| 1589 | 2023-08-17 | N/A | N/A | Highly Confidential | Plaintiff United States First Supplemental Responses to Defendant Google's Second Set of Interrogatories to the United States (CMS) |
| 1590 | 2023-08-17 | N/A | N/A | Highly Confidential | Plaintiff United States Second Supplemental Responses to Defendant Google's First Set of Interrogatories to the United States (CMS) |
| 1591 | 2023-08-22 | GOOG-AT-MDL-009643831 | GOOG-AT-MDL-009643833 | Publicly available | Amazon Job - Principal Product Manager, PubTech |
| 1592 | 2023-08-22 | GOOG-AT-MDL-009643834 | GOOG-AT-MDL-009643836 | Publicly available | Amazon Job - Software Development Engineer, Advertising Publisher Technologies |
| 1593 | 2023-08-22 | GOOG-AT-MDL-009643837 | GOOG-AT-MDL-009643840 | Publicly available | Amazon Job - Software Development Engineer, Publisher Services |
| 1594 | 2023-08-22 | GOOG-AT-MDL-009643841 | GOOG-AT-MDL-009643843 | Publicly available | Amazon Job - Principal Product Manager, PubTech, Deals - Rules/Policy |
| 1595 | 2023-08-22 | GOOG-AT-MDL-009643844 | GOOG-AT-MDL-009643846 | Publicly available | Amazon Job - Software Engineer II, PubTech |
| 1596 | 2023-08-22 | GOOG-AT-MDL-009643847 | GOOG-AT-MDL-009643849 | Publicly available | Amazon Job - Principal Product Manager, PubTech, PubTech - Signals |
| 1597 | 2023-08-22 | N/A | N/A | Highly Confidential | Plaintiff United States First Supplemental Responses to Defendant Google's Second Set of Interrogatories to the United States (CMS) |
| 1598 | 2023-08-22 | N/A | N/A | Highly Confidential | Plaintiff United States Second Supplemental Responses to Defendant Google's First Set of Interrogatories to the United States (CMS) |
| 1599 | 2023-08-23 | N/A | N/A | Publicly available | https://www.nytimes.com/ads.txt |
| 1600 | 2023-08-24 | N/A | N/A | No designation | Plaintiff United States of America's Objections to Defendant Google Second Set of Requests for Admissions to the United States |
| 1601 | 2023-08-24 | N/A | N/A | No designation | Plaintiff Objections to Defendant Google's Fifth Set of Interrogatories to the United States |
| 1602 | 2023-08-25 | N/A | N/A | No designation | Plaintiff United States Responses to Defendant Google's Fourth Set of Interrogatories to the United States |
| 1603 | 2023-08-25 | N/A | N/A | Highly Confidential | Plaintiff United States First Supplemental Responses to Defendant Google's Second Set of Interrogatories to the United States (Air Force) |
| 1604 | 2023-08-25 | N/A | N/A | Highly Confidential | Plaintiff United States Second Supplemental Responses to Defendant Google's First Set of Interrogatories to the United States (Air Force) |
| 1605 | 2023-08-26 | GOOG-AT-MDL-009643850 | GOOG-AT-MDL-009643852 | Publicly available | Amazon Job - Principal Product Manager - Tech, Twitch, Twitch Advertising |
| 1606 | 2023-08-26 | GOOG-AT-MDL-009643853 | GOOG-AT-MDL-009643855 | Publicly available | Amazon Job - Software Development Engineer |
| 1607 | 2023-08-26 | GOOG-AT-MDL-009643856 | GOOG-AT-MDL-009643858 | Publicly available | Amazon Job - Sr. Technical Account Manager, STV Ads, Video Ads |
| 1608 | 2023-08-26 | GOOG-AT-MDL-009643859 | GOOG-AT-MDL-009643861 | Publicly available | Amazon Job - Principal Product Manager, PubTech, Deals Scheduling |
| 1609 | 2023-08-26 | GOOG-AT-MDL-009643862 | GOOG-AT-MDL-009643864 | Publicly available | Amazon Job - Software Development Engineer |
| 1610 | 2023-08-26 | GOOG-AT-MDL-009643865 | GOOG-AT-MDL-009643867 | Publicly available | Amazon Job - Principal Product Manager, PubTech, Publisher Portal User Experience |
| 1611 | 2023-08-26 | GOOG-AT-MDL-009643868 | GOOG-AT-MDL-009643871 | Publicly available | Amazon Job - Sr. Partner Operations Manager, Prime Video |
| 1612 | 2023-08-26 | GOOG-AT-MDL-009643872 | GOOG-AT-MDL-009643875 | Publicly available | Amazon Job - Software Development Manager, Amazon Publisher Ad Tech |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
|-------|------------|-----------------------|-----------------------|-----------------------------|--|
| 1613 | 2023-08-28 | GOOG-AT-MDL-009709671 | GOOG-AT-MDL-009709678 | Highly Confidential | Google Doc - Display P&L Documentation Summary of Display Products |
| 1614 | 2023-08-28 | N/A | N/A | Highly Confidential | Plaintiff United States of America's First Supplemental Responses to Defendant Google's Second Set of Interrogatories to the United States (The V.A.) |
| 1615 | 2023-08-28 | N/A | N/A | Highly Confidential | Plaintiff United States of America's Second Supplemental Responses to Defendant Google's First Set of Interrogatories to the United States (The V.A.) |
| 1616 | 2023-08-28 | N/A | N/A | Publicly available | Buzzfeed Ads.txt file |
| 1617 | 2023-08-31 | GOOG-AT-MDL-009709864 | GOOG-AT-MDL-009709864 | Confidential | go/adspnl - Summary P&L's |
| 1618 | 2023-09-05 | N/A | N/A | No designation | Plaintiff United States of America's First Supplemental Responses to Defendant Google's Second Set of Interrogatories to the United States (NHTSA) |
| 1619 | 2023-09-05 | N/A | N/A | Highly Confidential | Plaintiff United States of America's Second Supplemental Responses to Defendant Google's First Set of Interrogatories to the United States (NHTSA) |
| 1620 | 2023-09-08 | N/A | N/A | No designation | Plaintiff States' Supplemental Responses to Defendant Google's Third Set of Interrogatories to the Plf States |
| 1621 | 2023-09-08 | N/A | N/A | No designation | Plaintiff States' Supplemental Responses to Defendant Google's First Set of Interrogatories to the Plf States |
| 1622 | 2023-09-08 | N/A | N/A | No designation | Plaintiff States' Responses to Defendant Google's Fifth Set of Interrogatories to the United States |
| 1623 | 2023-09-08 | N/A | N/A | No designation | Plaintiff's Responses to Defendant Google's Second Set of Requests For Admissions To The United States |
| 1624 | 2023-09-08 | N/A | N/A | No designation | Plaintiff United States' Supplemental Responses to Defendant Google's Fourth Set of Interrogatories to the United States |
| 1625 | 2023-09-13 | N/A | N/A | No designation | Plaintiffs' Supplemental Responses to Defendant Google's Third Set of Interrogatories to the United States and Second Set of Interrogatories to the States |
| 1626 | 2023-09-13 | N/A | N/A | No designation | Plaintiff United States' Second Supplemental Responses to Defendant Google's Fourth Set of Interrogatories to the United States |
| 1627 | 2023-09-14 | N/A | N/A | No designation | Plaintiff's Responses to Defendant Google LLC's Fifth Set of Interrogatories to the United States |
| 1628 | 2023-09-20 | N/A | N/A | Publicly available | Ads.txt Dow Jones - Updated 9/1/2023 |
| 1629 | 2023-09-26 | N/A | N/A | Publicly available | Criteo, What You Need to Know About First-Price Auctions and Criteo, Criteo Updates (Sep. 26, 2023) |
| 1630 | 2023-09-26 | N/A | N/A | Highly Confidential | Colonel Horning's Notes |
| 1631 | 2023-09-29 | N/A | N/A | Highly Confidential | Letter from D. Pearl to K. Garcia re RFP 76 (Sep. 29, 2023) |
| 1632 | 2023-09-29 | N/A | N/A | No designation | Plaintiffs' Corrected Supplemental Responses to Defendant Google's Set of Interrogatories to the United States and Second Set of Interrogatories to the Plf States |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
|-------|------------|-----------|-----------|-----------------------------|--|
| 1633 | 2023-09-29 | N/A | N/A | Highly Confidential | Plaintiff's Second Supp Responses to Defendant Google LLC's First and Second Sets of Interrogatories to the United States and First Supp Responses to Defendant Google LLC's Fifth Set of Interrogatories to the State |
| 1634 | 2023-09-29 | N/A | N/A | Confidential | Plaintiffs' Correct Supp Responses to Defs Third Set of Interrogatories to the United States and Second Set of Interrogatories to States |
| 1635 | 2023-09-29 | N/A | N/A | Highly Confidential | Plaintiffs United States of America's Second Supplemental Responses to Defendant Google's First and Second Sets of Interrogatories to the United States and First Supplemental Responses to Defendant Google's Fifth Set of Interrogatories to the United States |
| 1636 | 2023-09-29 | N/A | N/A | No designation | Plaintiff United States of America's Third Amended Responses To Defendant Google's First Set Of Requests For Admissions To The United States |
| 1637 | 2023-09-29 | N/A | N/A | No designation | Plaintiff United States of America's Amended Responses to Defendant Google's Second Set of Requests For Admissions To the United States |
| 1638 | 2023-09-30 | N/A | N/A | Highly Confidential | D. Mahoney's Deposition Prep Binder |
| 1639 | 2023-09-30 | N/A | N/A | Highly Confidential | D. Mahoney's Prep Notes |
| 1640 | 2023-10-00 | N/A | N/A | Publicly available | About TikTok Brand Lift Studies, TikTok: Business Help Center, October 2023 |
| 1641 | 2023-10-00 | N/A | N/A | Publicly available | TikTok: Introduction to TikTok Ads Manager, October 2023 |
| 1642 | 2023-10-05 | N/A | N/A | Highly Confidential | Plaintiff United States of America's Corrected Second Supplemental Responses to Defendant Google's First Set of Interrogatories to the United States |
| 1643 | 2023-12-18 | N/A | N/A | Publicly available | 2023 Merger Guidelines |
| 1644 | 2024-00-00 | N/A | N/A | Publicly available | Meta, Supporting Healthy Ad Ecosystems |
| 1645 | 2024-00-00 | N/A | N/A | Publicly available | Article entitled Introduction to Prebid for Header Bidding |
| 1646 | 2024-01-00 | N/A | N/A | Publicly available | Brand Safety Certified, The Trustworthy Accountability Group (TAG) |
| 1647 | 2024-01-19 | N/A | N/A | Highly Confidential | Declaration of Devon P. Mahoney |
| 1648 | 2024-01-23 | N/A | N/A | Highly Confidential | Figure 6: Israel Figure 26 and Figure 7: Google Fitbit Quarterly Display Advertising Spend Distribution |
| 1649 | 2024-01-31 | N/A | N/A | Publicly available | Alphabet 10-K for 2023 |
| 1650 | 2024-03-07 | N/A | N/A | No designation | Abrantes-Metz Rebuttal Report Figure 1 Hypothetical |
| 1651 | 2024-03-07 | N/A | N/A | Highly Confidential | Israel Report Snippet of Figure 75 |
| 1652 | 2024-04-22 | N/A | N/A | Publicly Available | Dow Jones Ads.txt file |
| 1653 | 2024-05-00 | N/A | N/A | Publicly available | TTD Sellers and Publishers Report |
| 1654 | 2024-06-06 | N/A | N/A | Publicly available | The Concert Portfolio |
| 1655 | 0000-00-00 | N/A | N/A | Publicly available | A company built on innovation leadership and success - Outbrain |
| 1656 | 0000-00-00 | N/A | N/A | Publicly available | A complete guide to Marketing Mix Modeling - Latent View |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
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| 1657 | 0000-00-00 | N/A | N/A | Publicly available | A Different Kind of Exchange Welcome to the Essential Marketplace - TripleLift |
| 1658 | 0000-00-00 | N/A | N/A | Publicly available | A Single Platform for Better Digital & CTV Outcomes - Nexxen |
| 1659 | 0000-00-00 | N/A | N/A | Publicly available | About Automated bidding - Google Ads |
| 1660 | 0000-00-00 | N/A | N/A | Publicly available | About campaign objectives in Google Ads - Google Ads |
| 1661 | 0000-00-00 | N/A | N/A | Publicly available | About detailed targeting - Meta Business Help Center |
| 1662 | 0000-00-00 | N/A | N/A | Publicly available | About Index Exchange |
| 1663 | 0000-00-00 | N/A | N/A | Publicly available | About the ad sources included in the AdMob Network - Google AdMob Help |
| 1664 | 0000-00-00 | N/A | N/A | Publicly available | About the Google Ads API User List - Google Ads |
| 1665 | 0000-00-00 | N/A | N/A | Publicly available | About the IAB Tech Lab - IAB Tech Lab |
| 1666 | 0000-00-00 | N/A | N/A | Publicly available | Abrantes-Metz Ex. 9 (with handwritten notes) About Index Exchange Webpage |
| 1667 | 0000-00-00 | N/A | N/A | Publicly available | Access customer behavior analytics to inform your strategy - Amazon |
| 1668 | 0000-00-00 | N/A | N/A | Publicly available | Ad call - Clearcode |
| 1669 | 0000-00-00 | N/A | N/A | Publicly available | Ad competition with dynamic allocation, Google Ad Manager Help |
| 1670 | 0000-00-00 | N/A | N/A | Publicly available | Ad Manager report metrics - Google Ad Manager Help |
| 1671 | 0000-00-00 | N/A | N/A | Publicly available | Ad request, Google AdSense Help |
| 1672 | 0000-00-00 | N/A | N/A | Publicly available | Ad slot - Clearcode |
| 1673 | 0000-00-00 | N/A | N/A | Publicly available | Ad Tech Ecosystem: Magnite, Playwire |
| 1674 | 0000-00-00 | N/A | N/A | Publicly available | Ads Manager Overview, Snapchat Business Help Center |
| 1675 | 0000-00-00 | N/A | N/A | Publicly available | Ads Overview - Campaign Manager 360 Help |
| 1676 | 0000-00-00 | N/A | N/A | Publicly available | Advertiser Platform - Microsoft Advertising |
| 1677 | 0000-00-00 | N/A | N/A | Publicly available | Advertising policies - Support Google |
| 1678 | 0000-00-00 | N/A | N/A | Publicly available | Amazon DSP ad dimensions and specifications - Amazon Ads |
| 1679 | 0000-00-00 | N/A | N/A | Publicly available | Amazon DSP: Your brand in new places - Amazon Ads |
| 1680 | 0000-00-00 | APL-GOOGADTECH_00000260 | APL-GOOGADTECH_00000260 | Publicly available | Ads on Apple News |
| 1681 | 0000-00-00 | APPLOVIN000053 | APPLOVIN000053 | Highly Confidential | AppLovin - Month Ad Network Impressions Publishers' Estimated Revenue |
| 1682 | 0000-00-00 | N/A | N/A | Publicly available | FASB, "ASC 606 - Revenue from Contracts with Customers" |
| 1683 | 0000-00-00 | N/A | N/A | Publicly available | FASB, "ASC Topic 105, Generally Accepted Accounting Principles, ASC 105-10-05-01" |
| 1684 | 0000-00-00 | N/A | N/A | Publicly available | Audience ads, Microsoft Advertising |
| 1685 | 0000-00-00 | N/A | N/A | Publicly available | Audience Match: Transform more customers into active shoppers, Criteo |
| 1686 | 0000-00-00 | N/A | N/A | Publicly available | Beeswax Natively Integrates Advanced Access to FreeWheel's Premium CTV Marketplace, FreeWheel |
| 1687 | 0000-00-00 | N/A | N/A | Publicly available | Bid data sharing - Authorized Buyers Help |
| 1688 | 0000-00-00 | BUZZ-LIT-000272 | BUZZ-LIT-000342 | Highly Confidential | Slide Deck - BuzFeedInc Programmatic Capabilities |
| 1689 | 0000-00-00 | N/A | N/A | Publicly available | Brand Safety - Kargo |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
|-------|------------|------------------------------|------------------------------|-----------------------------|--|
| 1690 | 0000-00-00 | N/A | N/A | Publicly available | How to build brand awareness with display advertising, Microsoft Advertising |
| 1691 | 0000-00-00 | N/A | N/A | Publicly available | Build, monetize, and grow your digital media business, Amazon Publisher Services |
| 1692 | 0000-00-00 | N/A | N/A | Publicly available | Clickthrough rate (CTR) Definition - Google Ads Help |
| 1693 | 0000-00-00 | N/A | N/A | Publicly available | Commerce Grid: Commerce has evolved. It's time the supply-side platform did, too. Criteo |
| 1694 | 0000-00-00 | N/A | N/A | Publicly available | Connect with your audience - AppLovin |
| 1695 | 0000-00-00 | N/A | N/A | Publicly available | Cookie: Definition, Google Ads Help |
| 1696 | 0000-00-00 | N/A | N/A | Publicly available | Cookie matching Google for developers |
| 1697 | 0000-00-00 | N/A | N/A | Publicly available | Cost-per-thousand impressions - Google Ads Help |
| 1698 | 0000-00-00 | N/A | N/A | Publicly available | Create a Poll ad from Meta Ads Manager, Meta Business Help Center |
| 1699 | 0000-00-00 | N/A | N/A | Publicly available | Equativ webpage entitled "SSP Marketplace" |
| 1700 | 0000-00-00 | N/A | N/A | Publicly available | Digital Advertising Glossary Criteo |
| 1701 | 0000-00-00 | CRITEO_GOOGLELIT_0000000276 | CRITEO_GOOGLELIT_0000000277 | Highly Confidential | Criteo Info Graphic - How Publishers Can Maximize Revenue with Criteo Direct Bidder |
| 1702 | 0000-00-00 | CRITEO_GOOGLELIT_0000000286 | CRITEO_GOOGLELIT_0000000294 | Highly Confidential | Slide Deck - Sponsorship Priority |
| 1703 | 0000-00-00 | CRITEO_GOOGLELIT_00000015579 | CRITEO_GOOGLELIT_00000015579 | Highly Confidential | Criteo Spreadsheet - Question 10 - With SSP names |
| 1704 | 0000-00-00 | N/A | N/A | Publicly available | Curation Platform, Microsoft Advertising |
| 1705 | 0000-00-00 | N/A | N/A | Publicly available | Description of Index Exchange's ad exchange |
| 1706 | 0000-00-00 | N/A | N/A | Publicly available | Demand Side Platform: Achieve your marketing goals, The Trade Desk |
| 1707 | 0000-00-00 | N/A | N/A | Publicly available | Demand Side Solutions, Beeswax |
| 1708 | 0000-00-00 | N/A | N/A | Publicly available | Determine a bid strategy based on your goals, Google Ads Help |
| 1709 | 0000-00-00 | TWDC_GOOG_00015855 | TWDC_GOOG_00015856 | Highly Confidential | Data Vision Document Day 2 - Highlights - Data & Automation |
| 1710 | 0000-00-00 | TWDC_GOOG_00055169 | TWDC_GOOG_00055181 | Highly Confidential | Disney Advertising Sales - DRAX Training Slide Deck |
| 1711 | 0000-00-00 | N/A | N/A | Publicly available | Display & Video 360 Help -Custom list targeting |
| 1712 | 0000-00-00 | N/A | N/A | Publicly available | Enhanced automation, Display & Video 360 Help |
| 1713 | 0000-00-00 | N/A | N/A | Publicly available | Evaluate and optimize your bids, Google Ads Help |
| 1714 | 0000-00-00 | N/A | N/A | Publicly available | For Sellers: SupplySuite, FreeWheel |
| 1715 | 0000-00-00 | N/A | N/A | Publicly available | From the Garage to the Googleplex - Google Blog |
| 1716 | 0000-00-00 | N/A | N/A | Publicly available | Get comprehensive yield management with Google Ad Manager, Google Ad Manager |
| 1717 | 0000-00-00 | N/A | N/A | Publicly available | Get started on TikTok Ads Manager - TikTok for Business |
| 1718 | 0000-00-00 | N/A | N/A | Publicly available | Glossary of Ad-Tech and Sovrn Terms, Sovrn |
| 1719 | 0000-00-00 | N/A | N/A | Publicly available | Glossary Of Terms: Digital Advertising, A-to-Z, Criteo |
| 1720 | 0000-00-00 | GOOG-AT-MDL-B-000021972 | GOOG-AT-MDL-B-000021972 | Confidential | Google Doc - The New AdSense |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
|-------|------------|-------------------------|-------------------------|-----------------------------|--|
| 1721 | 0000-00-00 | GOOG-AT-MDL-B-000026065 | GOOG-AT-MDL-B-000026067 | Confidential | The New AdSense Interface: More Control Over the Ads on Your Site |
| 1722 | 0000-00-00 | GOOG-AT-MDL-B-000037593 | GOOG-AT-MDL-B-000037601 | Confidential | Upcoming ASFE3 launch |
| 1723 | | | | | INTENTIONALLY LEFT BLANK |
| 1724 | 0000-00-00 | GOOG-TEX-00156502 | GOOG-TEX-00156541 | Highly Confidential | DoubleClick Presentation - Maximize Every Impression Drew Bradstock, Group Product Manager |
| 1725 | 0000-00-00 | N/A | N/A | Publicly available | Google Ads API - TargetSpend |
| 1726 | 0000-00-00 | N/A | N/A | Publicly available | Google Ads gives you many ways to be seen, Google Ads |
| 1727 | 0000-00-00 | N/A | N/A | Publicly available | Google Publisher Policies - Google AdSense Help |
| 1728 | 0000-00-00 | N/A | N/A | Publicly available | Google Publisher Restrictions - Google AdSense Help |
| 1729 | 0000-00-00 | N/A | N/A | Publicly available | Google Serve Safer Ads with a Strong Advertising Policy - Google Ad Manager |
| 1730 | 0000-00-00 | GROUPM 00000342 | GROUPM 00000349 | Highly Confidential | GroupM Slide deck - DSP Selection Principals |
| 1731 | 0000-00-00 | N/A | N/A | Publicly available | Grow Your Mobile App With Unity Ads, Unity |
| 1732 | 0000-00-00 | N/A | N/A | Publicly available | Growing engagement with native ads: The New York Times' approach, Google Ad Manager |
| 1733 | 0000-00-00 | N/A | N/A | Confidential | Ad Management Partners List of partners with whom Mediavine may share data |
| 1734 | 0000-00-00 | N/A | N/A | Confidential | Ad Capabilities Document Programmatic capabilities and ad units available through Mediavine |
| 1735 | 0000-00-00 | N/A | N/A | Publicly available | How Active View metrics are calculated, Google Ad Manager Help |
| 1736 | 0000-00-00 | N/A | N/A | Publicly available | How AdSense Works - Google Help |
| 1737 | 0000-00-00 | N/A | N/A | Publicly available | How Authorized Buyers Work With Google Ad Manager, Google Ad Manager Resources - Ad Manager |
| 1738 | 0000-00-00 | N/A | N/A | Publicly available | Keeping users safe on the ad-supported internet - Google Safety Center |
| 1739 | 0000-00-00 | N/A | N/A | Publicly available | How self-service ads can start the cycle of discovery, Amazon Ads |
| 1740 | 0000-00-00 | N/A | N/A | Publicly available | How Taboola Works, Taboola Help Center |
| 1741 | 0000-00-00 | N/A | N/A | Publicly available | How we prevent it - Google Ad Traffic Quality |
| 1742 | 0000-00-00 | N/A | N/A | Publicly available | However you buy, we've got you covered. Any audience. Any channel. Any format. CTV? Check. Mobile? Got it. Audio? Bingo. Magnite |
| 1743 | 0000-00-00 | N/A | N/A | Publicly available | Google, Impressions: Definition, Google Ads Help |
| 1744 | 0000-00-00 | N/A | N/A | Publicly available | Page from Index Exchange Website entitled Channels and Formats |
| 1745 | 0000-00-00 | N/A | N/A | Publicly available | Integrated Planning and Activation, DSP Features - The Trade Desk |
| 1746 | 0000-00-00 | N/A | N/A | Publicly available | Introducing Nexxen, a unified brand built from Amobee, Tremor Video and Unruly. Nexxen |
| 1747 | 0000-00-00 | KARGO 000009 | KARGO 000016 | Publicly available | Advertising Solutions - Kargo |
| 1748 | 0000-00-00 | N/A | N/A | Publicly available | Latency and why it impacts Google Ads Clicks and Analytics Sessions, Google Analytics Help |
| 1749 | 0000-00-00 | N/A | N/A | Publicly available | Line item types and priorities, Google Ad Manager Help |
| 1750 | 0000-00-00 | N/A | N/A | Publicly available | Line items: Value CPM, Google Ad Manager Help |

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| 1751 | 0000-00-00 | MAGNITE-00003551 | MAGNITE-00003563 | Highly Confidential | Magnite Rate Card |
| 1752 | 0000-00-00 | MAGNITE-00016878 | MAGNITE-00016914 | Highly Confidential | "Demand Manager" presentation |
| 1753 | 0000-00-00 | N/A | N/A | Publicly available | Meet your new partner, Google Ad Manager |
| 1754 | 0000-00-00 | N/A | N/A | Publicly available | Meta, Code of Conduct, Meta Audience Network |
| 1755 | 0000-00-00 | N/A | N/A | Highly Confidential | Hand-drawn Microsoft ecosystem post Xandr acquisition and Netflix deal |
| 1756 | 0000-00-00 | N/A | N/A | Publicly available | Microsoft Website page Reach audiences across screens with premium advertising |
| 1757 | 0000-00-00 | N/A | N/A | Highly Confidential | Microsoft Advertising Ecosystem diagram |
| 1758 | 0000-00-00 | N/A | N/A | Publicly available | Modernize your direct deals with Programmatic Guaranteed, Google Ad Manager |
| 1759 | 0000-00-00 | N/A | N/A | Publicly available | Monetize your mobile game, Meta Audience Network |
| 1760 | 0000-00-00 | N/A | N/A | Highly Confidential | DOJ prep notes for a 30b6 designee |
| 1761 | 0000-00-00 | N/A | N/A | Publicly available | Native Ad Server: The Industry's Only End-to-End Native Ad Server, Outbrain |
| 1762 | 0000-00-00 | N/A | N/A | Publicly available | Native ads: Definition, Google Ads Help |
| 1763 | 0000-00-00 | N/A | N/A | Confidential | Google Display Observations |
| 1764 | 0000-00-00 | OKELLEY000037 | OKELLEY000044 | Publicly available | Chairman Graham speech on privacy and competition policy in the digital advertising ecosystem |
| 1765 | 0000-00-00 | N/A | N/A | Publicly available | One demand-side platform to rule them all. Adobe Experience Cloud |
| 1766 | 0000-00-00 | N/A | N/A | Publicly available | OpenPath: Your pipeline to the open internet, The Trade Desk |
| 1767 | 0000-00-00 | N/A | N/A | Publicly available | OpenX - About Us |
| 1768 | 0000-00-00 | N/A | N/A | Publicly available | OpenX Webpage - Demand More From Your Media |
| 1769 | 0000-00-00 | N/A | N/A | Publicly available | Oracle BlueKai Data Management Platform, Oracle |
| 1770 | 0000-00-00 | N/A | N/A | Publicly available | OpenX Webpage - Our Exchange |
| 1771 | 0000-00-00 | N/A | N/A | Publicly available | Partner Guidelines - Google Ad Manager Help |
| 1772 | 0000-00-00 | PBMTC-ANTRST-000207 | PBMTC-ANTRST-000281 | Highly Confidential | Template QBR deck |
| 1773 | 0000-00-00 | N/A | N/A | Publicly available | Prebid.org, Prebid.js FAQ, Prebid.org Documentation |
| 1774 | 0000-00-00 | N/A | N/A | Publicly available | Publisher Platforms, Microsoft Advertising |
| 1775 | 0000-00-00 | N/A | N/A | Publicly available | PubMatic SSP: Maximize Advertising Revenue and Control How Your Audiences are Accessed PubMatic |
| 1776 | 0000-00-00 | N/A | N/A | Publicly available | Facebook Webpage - Audience Network |
| 1777 | 0000-00-00 | N/A | N/A | Publicly available | Return on investment (ROI), Google Ads Help |
| 1778 | 0000-00-00 | N/A | N/A | Publicly available | Channel publishing, Roku Developers |
| 1779 | 0000-00-00 | N/A | N/A | Publicly available | Prebid.org, Running Prebid.js without an ad server, Prebid.org Documentation |
| 1780 | 0000-00-00 | KARGO_000073 | KARGO_000114 | Confidential | Slide Deck Creative is King in an AI-Diluted Modern Media World |
| 1781 | 0000-00-00 | N/A | N/A | Publicly available | Timothy Simcoe, Boston University Questrom School of Business - Empirical Etiquette |
| 1782 | 0000-00-00 | N/A | N/A | Publicly available | Sponsored Display, Amazon Ads |

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| 1783 | 0000-00-00 | N/A | N/A | Highly Confidential | Authorized Buyer Spend on AdX |
| 1784 | 0000-00-00 | N/A | N/A | Highly Confidential | DV360 U.S. Display Ad Spending via Third-Party Exchanges - All |
| 1785 | 0000-00-00 | N/A | N/A | Highly Confidential | DV360 U.S. Display Ad Spending via Third-Party Exchanges - Top 20 |
| 1786 | 0000-00-00 | N/A | N/A | Highly Confidential | Open Bidding Spend Won by 3rd Party Exchanges |
| 1787 | 0000-00-00 | N/A | N/A | Highly Confidential | Number of Ads Blocked or Removed by Google (Number of Ads in Billions) |
| 1788 | 0000-00-00 | N/A | N/A | Highly Confidential | Number of Ads Blocked or Removed by Google (Number of Ads) |
| 1789 | 0000-00-00 | N/A | N/A | Highly Confidential | Summary of Ad Formats Transacted by Each Tool |
| 1790 | 0000-00-00 | N/A | N/A | Publicly available | The Adform Demand Side Platform, Adform |
| 1791 | 0000-00-00 | N/A | N/A | Publicly available | The Most Innovative Independent Supply-Side Platform, OpenX |
| 1792 | 0000-00-00 | N/A | N/A | Publicly available | The Tools Tab, Google Ads Help |
| 1793 | 0000-00-00 | N/A | N/A | Publicly available | Transparent Ad Marketplace, Amazon Publisher Services |
| 1794 | 0000-00-00 | TTD_DOJ-GOOG23-0000120 | TTD_DOJ-GOOG23-0000137 | Highly Confidential - AEO | Slide Deck - OpenPath Training |
| 1795 | 0000-00-00 | TTD_DOJ-GOOG23-0000273 | TTD_DOJ-GOOG23-0000282 | Highly Confidential - AEO | Introduction to UID2 Proof of Concept Agreement |
| 1796 | 0000-00-00 | TTD_DOJ-GOOG23-0001099 | TTD_DOJ-GOOG23-0001100 | Highly Confidential - AEO | The Trade Desk: an omnichannel media buying platform built for the open internet |
| 1797 | 0000-00-00 | TTD_DOJ-GOOG23-0001156 | TTD_DOJ-GOOG23-0001172 | Highly Confidential - AEO | Slide Deck - How OpenPath and OpenPass Change Everything |
| 1798 | 0000-00-00 | TTD_DOJ-GOOG23-0001952 | TTD_DOJ-GOOG23-0001953 | Highly Confidential - AEO | Competitive intel framework |
| 1799 | 0000-00-00 | TTD_DOJ-GOOG23-0002128 | TTD_DOJ-GOOG23-0002128 | Highly Confidential - AEO | TTD Spreadsheet - TTD Platform data Combined |
| 1800 | 0000-00-00 | TTD_DOJ-GOOG23-0012987 | TTD_DOJ-GOOG23-0012987 | Highly Confidential - AEO | TTD Spreadsheet - Platform data Combined_Federal Advertisers |
| 1801 | 0000-00-00 | TTD_DOJ-GOOG23-0033643 | TTD_DOJ-GOOG23-0033643 | Highly Confidential - AEO | TTD Spreadsheet - Gross Spend |
| 1802 | 0000-00-00 | N/A | N/A | Publicly available | Understand Video Solutions report metrics, Google Ad Manager Help |
| 1803 | 0000-00-00 | N/A | N/A | Publicly available | Unified Ad Marketplace vs Transparent Ad Marketplace, Amazon Publisher Services |
| 1804 | 0000-00-00 | N/A | N/A | Publicly available | Unified Ad Marketplace - Amazon Publisher Services |
| 1805 | 0000-00-00 | N/A | N/A | Publicly available | Unified Pricing Rules, Google Ad Manager Help |
| 1806 | 0000-00-00 | N/A | N/A | Confidential | Spreadsheet Columns: Month-Year; Seller Account; Seller Member; Seller Type; Transaction Type |
| 1807 | 0000-00-00 | N/A | N/A | Confidential | Spreadsheet Columns: Month; Number of Pubs; gfp network; am360 |
| 1808 | 0000-00-00 | N/A | N/A | Publicly available | Use frequency capping, Google Ads Help |
| 1809 | 0000-00-00 | N/A | N/A | Publicly available | Viant DSP, Viant |
| 1810 | 0000-00-00 | N/A | N/A | Publicly available | View and analyze ads results in Meta Ads Manager, Meta Business Help Center |
| 1811 | 0000-00-00 | VOX_00000120 | VOX_00000126 | Confidential | Script for Vox Media for NewFronts event |
| 1812 | 0000-00-00 | VOX_00000286 | VOX_00000286 | Highly Confidential | Concert impressions native excel |
| 1813 | 0000-00-00 | VOX_00000326 | VOX_00000334 | Confidential | Memo regarding concert impressions outlining the background, state of the business, where the growth is coming from, etc. |

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| 1814 | 0000-00-00 | VOX_00000067 | VOX_00000072 | Confidential | Vox internal document entitled "If you have 5 minutes to talk about Vox Media" |
| 1815 | 0000-00-00 | VOX_00000496 | VOX_00000496 | Confidential | Vox Media spreadsheet tracking progress of integrating Concert SSP with various DSPs |
| 1816 | 0000-00-00 | N/A | N/A | Publicly available | What is inventory - Google Ad Manger Help |
| 1817 | 0000-00-00 | N/A | N/A | Publicly available | ads.txt nextdoor.com |
| 1818 | 0000-00-00 | N/A | N/A | Publicly available | ads.txt twitch.tv |
| 1819 | 0000-00-00 | N/A | N/A | Publicly available | Working Harder, So Your Digital & CTV Inventory Can Work Hardest, Nexxen |
| 1820 | 0000-00-00 | YAH_GG_LIT_000020 | YAH_GG_LIT_000043 | Highly Confidential | Harnessing Supply Path Insights |
| 1821 | 0000-00-00 | N/A | N/A | Publicly available | Yahoo DSP: Advertising Solutions, Yahoo! Advertising |
| 1822 | 0000-00-00 | N/A | N/A | Publicly available | Your customers are here. Find them with Meta ads, Meta ads |
| 1823 | 0000-00-00 | Zulily_PROD001_00000001 | Zulily_PROD001_00000001 | Confidential | A native spreadsheet, "Zulily.Subp.23CV0108 (Eva) 21md03010 (PKC) 21ev06841 (PKC) (S.D.N.Y.). 000001," containing extensive data from 2014-2023 on Zulily's advertising purchases and performance. |
| 1824 | 0000-03-04 | NYTGOOGADTECH000004 | NYTGOOGADTECH0000019 | Highly Confidential | Ad Leadership Update - March 4 Advertising & Marketing Solutions |
| 1825 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 2: U.S. Advertising Spending by Channel, 1935-2022 |
| 1826 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 3: U.S. Digital Ad Revenues by Company, 2008-2022 |
| 1827 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 6: Google Display Ads Privacy and Safety Engineering Expenditures, 2017-2022 |
| 1828 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 7: U.S. Display Ad Spending, 2008-2022 |
| 1829 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 8: U.S. Display Ad Spending by Social vs. Non-Social Advertising, 2008-2022 |
| 1830 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 9: U.S. Display Ad Spending by Video vs. non-Video Advertising, 2008-2022 |
| 1831 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 10: U.S. Display Ad Spending by Environment, 2013-2022 |
| 1832 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 11: U.S. Display Ad Spending by Transaction Type, 2013-2022 |
| 1833 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 12: U.S. Adult Internet Users' Fraction of Time Spent with Non-Social, Non-Video Content Accessed via Desktop, Laptop, or Mobile Browser, 2010-2022 |
| 1834 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 13: Number of Ad Buying Tools Used Among Survey Respondents |
| 1835 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 14: Number of Non-Google Ad Buying Tools Used by Survey Respondents Using Google Ads |

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| 1836 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 15: Prof. Lee's Estimates Confirm That Google Ads Spending Is Primarily Driven by Larger Advertisers |
| 1837 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 16: Competition with Google Ads in Google Ad Manager Auction Data |
| 1838 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 17: Google Ads and DV360 Share of U.S. DFP Indirect Web Display (Non-Video) Impressions, 2019-2022 |
| 1839 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 18: Google Ads and DV360 Share of U.S. Indirect Open Web Display (Non-Video) Advertiser Buying Tool Spending, 2019-2022 |
| 1840 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 19: Microsoft Audience Network U.S. Spending, Apr 2020-2022 |
| 1841 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 20: Distribution of DV360 U.S. Web Non-Video Display Ad Spending by Advertiser Use of Programmatic Direct and Indirect Advertising, 2022 |
| 1842 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 21: Advertiser Use of Direct Deals Among Survey Respondents |
| 1843 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 22: Google Ads and DV360 Share of U.S. DFP Web Display (Non-Video) Impressions, 2019-2022 |
| 1844 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 23: Google Ads and DV360 Share of U.S. DFP Web Display (Non-Video) Approximate Ad Spending, 219-2022 |
| 1845 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 24: Cross-Visiting from CNN (left) and Other Top 25 News Properties (right), 2022 |
| 1846 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 25: Cross-Visiting from People (left) and Other Top 25 Entertainment Properties (right), 2022 |
| 1847 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 26: Google Fitbit Quarterly Display Advertising Spend Distribution |
| 1848 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 27: Comcast Xfinity Internet Display Ad Spending, 2015-2022 |
| 1849 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 28: Use of Social Media Advertising Among Survey Respondents Using Open Web Display |
| 1850 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 29: Response to a Cost Increase for Programmatic Display Among Survey Respondents |
| 1851 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 30: Advertising Types to Which Survey Respondents Would Shift Spend in Response to an Increase in the Cost Programmatic Display |
| 1852 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 31: Extent of Spending Changes Among Survey Respondent in Response to an Increase in the Cost of Programmatic Display |
| 1853 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 32: The Share of Mea De-Anonymized Advertiser U.S. Facebook and Instagram Ad Spending Accounted for by Advertisers Also Using Google Ads, 2022 |

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| 1854 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 33: Google Ads U.S. Non-Video Display Ad Spending by Apps vs. Web, 2012-2022 |
| 1855 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 34: Distribution of Google Ads U.S. Non-Video Display Ad Spending by Advertiser Use of App and Web Advertising, 2022 |
| 1856 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 35: Use of In-App Advertising Among Survey Respondents Using Open Web Display |
| 1857 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 36: Google Ads U.S. Web Display Ad Spending in Instream Video vs. Other Display, 2013-2022 |
| 1858 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 37: Distribution of Google Ads U.S. Web Display Ad Spending by Advertiser Use of Instream Video and Other Display Advertising, 2022 |
| 1859 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 38: Use of Digital Video Advertising Among Survey Respondents Using Open Web Display |
| 1860 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 39: Google's Share Among Advertiser Buying Tools for All U.S. Display Advertising, 2019-2022 |
| 1861 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 40: AdX Share of U.S. DFP Indirect Web Display (Non-Video) Impressions, 2019-2022 |
| 1862 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 41: AdX Share of U.S. indirect Open Web Display (Non-Video) Exchange Spending, 2019-2022 |
| 1863 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 42: Prof. Lee's Exchange Share Estimates Indicate Significant Competition |
| 1864 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 43: Prof. Lee's Combined Buying Tool and Exchange Share Estimates Indicate Significant Competition |
| 1865 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 45: Distribution of U.S. DFP Impressions by Publisher Use of Direct and Indirect Sales, 2022 |
| 1866 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 46: AdX Share of U.S. DFP Web Display (Non-Video) Impressions, 2019-2022 |
| 1867 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 47: AdX Share U.S. DFP Web Display (Non-Video) Approximate Ad Spending, 2019-2022 |
| 1868 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 48: Google's Share Among Ad Exchanges for All U.S. Display Advertising, 2019-2022 |
| 1869 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 49: U.S. Adult Internet Users' Time Spent on Apps vs. Mobile Web, 2010-2022 |
| 1870 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 50: Distribution of U.S. DFP Impressions by Publisher Impression Size Categories, 2022 |
| 1871 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 51: Distribution of U.S. DFP Ad Serving Fees by Publisher Ad Serving Fee Size Categories, 2022 |
| 1872 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 52: Google's Publisher Ad Server Share Including Selected In-House Ad Servers, by Approximate U.S. Ad Spending, 2019-2022 |

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| 1873 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 53: Google's Share Among Publisher Ad Servers for All U.S. Display Advertising, 2019-2022 |
| 1874 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 54: The Percentage of U.S. Display Ad Spending Accruing to Selected Industry Participants, 2008-2022 |
| 1875 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 55: Google's Approximate Share in Single Two-Sided Market for U.S. Display Advertising, 2008-2022 |
| 1876 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 56: Google's Approximate Share in Single Two-Sided Market for U.S. Digital Advertising, 2008-2022 |
| 1877 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 57: AdX and Google Ads Share of DFP Indirect Web Display (Non-Video) Impressions, 2019-2022] |
| 1878 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 58: Average AdX Web Non-Video Publisher RPM by User Country, 2022 |
| 1879 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 60: The Authorized Sellers Listed in the ads.txt Pages of at Least Fifty of the Top 100 Publishers Domains, May 2023 |
| 1880 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 61: U.S. TikTok Display Ad Revenue, 2019-2022 |
| 1881 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 64: Google Display Engineering Expenditures, 2017-2022 |
| 1882 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 65: Google Ads Display Spending by Bidding Strategy, 2005-2022 |
| 1883 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 66: Google Display Product Launches from Ariane Launch Calendars, 2016-2022 |
| 1884 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 67: U.S. Display Ad Spending vs. Projections, 2008-2022 |
| 1885 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 68: U.S. Display Ad Spending vs. Projections, 2008-2022, and the Timing of Google's Alleged Anticompetitive Conduct |
| 1886 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 69: Ad Tech Fees as a Percentage of Ad Spending, 2014-2022 |
| 1887 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 70: DFP Fee Trends, Feb 2014-Dec. 2022 |
| 1888 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 71: AdX Fee Trends, Jul 2014-Dec. 2022 |
| 1889 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 72: Google Ads Fee Trends, Aug 2015-Dec. 2022 |
| 1890 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 73: DV360 Fee Trends, Jul 2014-Dec. 2022 |
| 1891 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 74: Advertiser Buying Tool Average Fees, 2020-2022 |
| 1892 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 75: Ad Exchange Average Fees, 2020-2022 |
| 1893 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 76: Combined Advertiser Buying Tool and Exchange Fees, 2020-2022 |
| 1894 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 77: Prof. Lee's Estimates Illustrate That Google's Fees Are Not Systematically Higher Than Its Competitors' Fees |

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| 1895 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 78: U.S. Average AdX Publisher RPM, Jan 2014-Dec. 2022 |
| 1896 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 79: U.S. Average Google Ads Advertiser CTR, Jan 2012-Dec. 2022 |
| 1897 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 80: U.S. Average Google Ads Advertiser CPC, Jan 2012-Dec. 2022 |
| 1898 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 81: Percentage of DFP U.S. Indirect Web Impressions Won by Header Bidding, Jul 2018-Dec. 2022 |
| 1899 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 82: Percentage of DFP U.S. Indirect Web Impressions Accounted for by Publishers Using Header Bidding, Jul 2018-Dec. 2022 |
| 1900 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 83: Prof. Lee's Estimates Indicate That Any Possibly "Unique" Part of Google Ads Does Not Account for a Significant Percentage of Impressions Transacted Through Exchanges |
| 1901 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 84: Most-Visited Web Properties in the United States, 2022 |
| 1902 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 85: Advertiser Multi-homing across Buying Tools on AdX, 2022 |
| 1903 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 87: Number of Authorized Sellers for the Top 100 Web Publishers, May 2023 |
| 1904 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 88: DFP Publisher Multi-homing across Exchanges, 2022 |
| 1905 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 89: Percentage of Impressions in Google Ad Manager Auction Data with a Winning Margin Less Than \$0.00001, by Bidder |
| 1906 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 90: U.S. AdX Spending by Demand Source, 2014-2022 |
| 1907 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 91: Google Ads U.S. Spending via Third-Party Exchanges, 2015-2022 |
| 1908 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 92: DFP U.S. Web Impressions by Demand Source, 2017-2022 |
| 1909 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 95: Publisher Survey Respondents Rarely Reported UPR Having a Negative Impact |
| 1910 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 96: Average Daily AdX Revenue, Jul 2007-2010 |
| 1911 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 97: Average Daily DFP Impressions, Jan 2004-Dec. 2010 |
| 1912 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 98: DFP Rate Cards, 2006-2022 |
| 1913 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 99: Example Query in the GAM Log-Level Bid Data |
| 1914 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 101: Google Display Ads Privacy and Safety Engineering Expenditures and Machine Costs, 2022 |

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| 1915 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 102: U.S. Social Media Display Ad Spending, 2008-2022 |
| 1916 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 103: U.S. Retail Media Display Ad Spending, 2018-2022 |
| 1917 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 104: U.S. Video Display Ad Spending, 2008-2022 |
| 1918 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 105: U.S. Desktop/Laptop Display Ad Spending, 2012-2022 |
| 1919 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 106: U.S. Mobile Web Display Ad Spending, 2013-2022 |
| 1920 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 107: U.S. Mobile In-App Display Ad Spending, 2013-2022 |
| 1921 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 108: U.S. Mobile Game Ad Spending, 2017-2022 |
| 1922 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 109: U.S. Connected TV Display Ad Spending, 2017-2022 |
| 1923 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 110: U.S. Direct Display Ad Spending, 2013-2022 |
| 1924 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 111: U.S. Indirect Display Ad Spending, 2013-2022 |
| 1925 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 112: U.S. Meta Display Ad Revenue, 2008-2022 |
| 1926 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 113: U.S. Amazon Display Ad Revenue, 2008-2022 |
| 1927 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 114: U.S. TikTok Display Ad Revenue, 2019-2025 |
| 1928 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 115: U.S. Google Display Ad Revenue, 2008-2022 |
| 1929 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 116: Most Important Display Advertising Performance Metric Among Survey Respondents |
| 1930 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 117: Zulily Google Ads and Meta Advertising Spending, 2016-2018 |
| 1931 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 118: Google Pixel Phones Quarterly Display Advertising Spend Distribution |
| 1932 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 119: Google Play Store Quarterly Display Advertising Spend Distribution |
| 1933 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 120: Mars Display Ad Spending, 2019-2022 |
| 1934 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 121: Average Extent of Spending Changes Among Survey Respondents in Response to an Increase in the Cost of Programmatic Display |
| 1935 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 122: Google Ads U.S. Non-Video Display In-App Ad Spending, 2012-2022 |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
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| 1936 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 123: Google Ads U.S. Web Instream Video Ad Spending, 2013-2022 |
| 1937 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 124: DV360 U.S. Non-Video Display Ad Spending by App vs. Web, 2016-2022 |
| 1938 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 125: Distribution of DV360 U.S. Non-Video Display Ad Spending by Advertiser Use of App and Web Advertising, 2022 |
| 1939 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 126: DV360 U.S. Non-Video Display In-App Ad Spending, 2016-2022 |
| 1940 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 127: Google Ads and DV360 Share of U.S. DFP Indirect Web Display (Non-Video) Approximate Ad Spending, 2019-2022 |
| 1941 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 128: Google Ads and DV360 Combined Share of U.S. DFP Indirect Web Display (Non-Video) Impressions, 2019-2022 |
| 1942 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 129: Google Ads and DV360 Combined Share of U.S. DFP Indirect Web Display (Non-Video) Approximate Ad Spending, 2019-2022 |
| 1943 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 130: Google Ads and DV360 Combined Share of U.S. Indirect Open Web Display (Non-Video) Advertiser Buying Tool Spending, 2019-2022 |
| 1944 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 131: Google Ads and DV360 Combined Share of U.S. DFP Web Display (Non-Video) Impressions, 2019-2022 |
| 1945 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 132: Google Ads and DV360 Combined and Share of U.S. DFP Web Display (Non-Video) Approximate Ad Spending, 2019-2022 |
| 1946 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 133: AdX Share of U.S. DFP Display (Non-Video) Impressions, 2015-2022 |
| 1947 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 134: AdX Share of U.S. DFP Indirect Web Display (Non-Video) Approximate Ad Spending, 2019-2022 |
| 1948 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 135: Shares Among Advertiser Buying Tools for All U.S. Display Advertising, 2022 |
| 1949 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 136: Shares Among Ad Exchanges for All U.S. Display Advertising, 2022 |
| 1950 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 137: Shares Among Publisher Ad Servers for All U.S. Display Advertising, 2022 |
| 1951 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 138: Google's Share Among Advertiser Buying Tools for All U.S. Display or Digital Advertising, 2019-2022 |
| 1952 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 139: Google's Share Among Ad Exchanges for All U.S. Display or Digital Advertising, 2019-2022 |
| 1953 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 140: Google's Share Among Publisher Ad Servers for All U.S. Display or Digital Advertising, 2019-2022 |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
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| 1954 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 141: Percentage of U.S. DFP Publishers Paying Ad Serving Fees, 2022 |
| 1955 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 142: Selected Non-Google Advertiser Buying Tool U.S. Indirect Open Web Display (Non-Video) Spending, 2019-2022 |
| 1956 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 143: Selected Non-Google Ad Exchanges U.S. Indirect Open Web Display (Non-Video) Spending, 2019-2022 |
| 1957 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 144: The Trade Desk U.S. Indirect Display Spending by Environment, 2019-2022 |
| 1958 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 145: Xandr Monetize (Exchange) U.S. Indirect Display Spending by Environment, 2019-2022 |
| 1959 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 146: PubMatic U.S. Indirect Display Spending by Environment, 2019-2022 |
| 1960 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 147: RUBICON-00001148 U.S. Spending by Environment, 2015-2019 |
| 1961 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 148: AdX Payments to Publishers for U.S. Impressions, 2014-2022 |
| 1962 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 149: U.S. Display Ad Spending selected O&O Properties, 2008-2022 |
| 1963 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 150: U.S. Display and Programmatic Display Ad Spending, 2008-2022 |
| 1964 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 151: DFP Fee Trends (in % terms), Feb 2014-Dec2022 |
| 1965 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 152: U.S. Display Ad Revenue for Selected Companies, 2008-2022 |
| 1966 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 153: AdX Match Rate, Feb 2010-Apr 2014 |
| 1967 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 154: U.S. Digital Ad Spending for Selected Categories, 2017-2022 |
| 1968 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 155: U.S. Digital Ad Revenue by Company, 2010-2022 |
| 1969 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Figure 156: U.S. Display Ad Revenue by Company, 2010-2022 |
| 1970 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Table 1: AdX Spending Patterns for Selected Advertisers, 2019-2022 |
| 1971 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Table 2: Google Ads and DV360 Spending by Advertiser Size, 2022 |
| 1972 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Table 3: Omnicom Top 25 Clients' Spending via Selected Ad Tech Tools and Social Media Advertising, 2019-2022 |
| 1973 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Table 4: Advertisers Using Campaign Manager to Track Google Ads (Non-O&O Display) That Also Use it to Track Other Advertising, 2022 |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
|-------|------------|-----------|-----------|-----------------------------|--|
| 1974 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Table 5: Advertisers With At Least \$1 Million in 2022 TikTok Advertising Spending Among the Top 50 2022 U.S. Google Ads Advertisers |
| 1975 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Table 6: Shares of Confiant-Monitored U.S. Impressions, 2019-2022 |
| 1976 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Table 7: Mediation Platform Statistics for AdMob, FAN, and MoPub |
| 1977 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Table 8: DFP, AdX, and Google Ads Average Prices Over Time |
| 1978 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Table 10: Most Google Ads Display Spending Comes from the Largest Advertisers, 2022 |
| 1979 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Table 11: Facebook Audience Network Advertiser Size Summary, Jul 2020-Jun 2021 |
| 1980 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Table 13: The Trade Desk U.S. Web Non-Video Display Ad Spending by Exchange, 2022 |
| 1981 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Table 14: Criteo U.S. Web Non-Video Display Ad Spending by Exchange, 2022 |
| 1982 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Table 15: Adobe U.S. Web Non-Video Display Ad Spending by Exchange, 2022 |
| 1983 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Table 16: Top Authorized Buyers and Open Bidders, 2022 |
| 1984 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Table 17: DFP U.S. Web Impressions by Demand Source, 2017-2022 |
| 1985 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Table 18: DV360 U.S. Spending by Exchange, Before and After Poirot |
| 1986 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Table 19: Estimates of Publisher Revenue Effects from Losing Access to Google Ads Advertisers |
| 1987 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Table 20: DFP U.S. Web Impressions Summary, 2022 |
| 1988 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Table 21: U.S. Indirect Open Web Display (Non-Video) Advertiser Buying Tool Spending Shares, 2019-2022] |
| 1989 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Table 22: U.S. Indirect Open Web Display (Non-Video) Exchange Spending Shares, 2019-2022 |
| 1990 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Table 23: Publisher Ad Server Shares Including Selected In-House Ad Servers, by Approximate U.S., Ad Spending, 2019-2022 |
| 1991 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Table 24: Shares Among Advertiser Buying Tools, Ad Exchanges, and Publisher Ad Servers for All U.S. Display Advertising, 2022 |
| 1992 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Table 25: Advertiser Multi-homing across Buying Tools on AdX, 2019-2022 |
| 1993 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Table 26: DV360 U.S. Web Non-Video Display Ad Spending by Exchange, 2022 |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
|-------|------------|-----------|-----------|-----------------------------|--|
| 1994 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Table 27: DFP Publisher Multi-homing across Exchanges, 2019-2022 |
| 1995 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Table 28: Ads Blocked or Removed for Selected Google Policy Violations, 2020-2022 |
| 1996 | 2024-01-23 | N/A | N/A | Highly Confidential | Israel Report Table 29: Pages Taken Action Against for Selected Google Policy Violations, 2020-2022 |
| 1997 | 2024-01-23 | N/A | N/A | Highly Confidential | Simonson Report Figure 1: Share of Respondents in Each Survey Using ROI and ROAS to Measure Performance for Display Ads |
| 1998 | 2024-01-23 | N/A | N/A | Highly Confidential | Simonson Report Figure 2: Share of Respondents in Each Survey Who Would Divert Spending to Other Digital Advertising Types in Response to an Increase in the Cost of Display Advertising |
| 1999 | 2024-01-23 | N/A | N/A | Highly Confidential | Simonson Report Figure 3: Share of Respondents in Each Survey Diverting Spending to Other Digital Advertising Types (Among Respondents Who Would Divert Spending) |
| 2000 | 2024-01-23 | N/A | N/A | Highly Confidential | Simonson Report Figure 4: Share of Respondents in Each Survey Multi-homing Across Different Types of Digital Advertising and Display Ad Buying Tools |
| 2001 | 2024-01-23 | N/A | N/A | Highly Confidential | Simonson Report Figure 5: Share of Google Ads Users in Each Survey Using At Least One Other Non-Google Ad Buying Tool for Display Advertising |
| 2002 | 2024-01-23 | N/A | N/A | Highly Confidential | Simonson Report Figure 6: Average Share of Digital Ad Budget Spent on Display Advertising |
| 2003 | 2024-01-23 | N/A | N/A | Highly Confidential | Simonson Report Figure 7: Share of Respondents in Each Survey Conducting Experiments on Display Ads |
| 2004 | 2024-01-23 | N/A | N/A | Highly Confidential | Simonson Report Figure 8: Share of Higher-Spend Advertisers Using more than One Type of Digital Advertising |
| 2005 | 2024-01-23 | N/A | N/A | Highly Confidential | Simonson Report Figure 9: Share of Higher-Spend Advertisers Using Digital Advertising Types |
| 2006 | 2024-01-23 | N/A | N/A | Highly Confidential | Simonson Report Figure 10: Average Share of Budget Allocated to Each Advertising Type Among Higher-Spend Advertisers |
| 2007 | 2024-01-23 | N/A | N/A | Highly Confidential | Simonson Report Figure 11: Share of Higher-Spend Advertisers Who Would Divert Spending |
| 2008 | 2024-01-23 | N/A | N/A | Highly Confidential | Simonson Report Figure 12: Share of Higher-Spend Advertisers Who Would Divert Spending to Each Advertising Type |
| 2009 | 2024-01-23 | N/A | N/A | Highly Confidential | Simonson Report Figure 13: Share of Higher-Spend Advertisers by Extent of Spending Increase (0 to 10 scale) |
| 2010 | 2024-01-23 | N/A | N/A | Highly Confidential | Simonson Report Figure 14: Share of Higher-Spend Advertisers Using Ad Buying Bu |
| 2011 | 2024-01-23 | N/A | N/A | Highly Confidential | Simonson Report Figure 15: Share of Google Ads Users Using Other Ad Buying Tools Among Higher-Spend Advertisers |
| 2012 | 2024-01-23 | N/A | N/A | Highly Confidential | Simonson Report Figure 16: Share of Google DV360 Users Using Other Ad Buying Tools Among Higher-Spend Advertisers |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
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| 2013 | 2024-01-23 | N/A | N/A | Highly Confidential | Simonson Report Figure 17: Share of Higher-Spend Advertisers Using Each Performance Metric |
| 2014 | 2024-01-23 | N/A | N/A | Highly Confidential | Simonson Report Figure 18: Share of Higher-Spend Advertisers Ranking Performance Metric as most Important |
| 2015 | 2024-01-23 | N/A | N/A | Highly Confidential | Simonson Report Figure 19: Share of Lower-Spend Advertisers Using More than One Type of Digital Advertising |
| 2016 | 2024-01-23 | N/A | N/A | Highly Confidential | Simonson Report Figure 20: Share of Lower-Spend Advertisers Using Digital Advertising Types |
| 2017 | 2024-01-23 | N/A | N/A | Highly Confidential | Simonson Report Figure 21A: Average Share of Budget Allocated to Each Advertising Type Among All Lower-Spend Advertisers |
| 2018 | 2024-01-23 | N/A | N/A | Highly Confidential | Simonson Report Figure 21B: Average Share of Budget Allocated to Each Advertising Type Among Lower-Spend Advertisers with Less than \$50,000 Annual Ad Spend |
| 2019 | 2024-01-23 | N/A | N/A | Highly Confidential | Simonson Report Figure 22: Share of Lower-Spend Advertisers Using Display Platforms (10 Most Popular Platforms) |
| 2020 | 2024-01-23 | N/A | N/A | Highly Confidential | Simonson Report Figure 23: Share of Google Ads Users Using Other Display Platforms Among Lower-Spend Advertisers |
| 2021 | 2024-01-23 | N/A | N/A | Highly Confidential | Simonson Report Figure 24: Share of Google DV360 Users Using Other Display Platforms Among Lower-Spend Advertisers |
| 2022 | 2024-01-23 | N/A | N/A | Highly Confidential | Simonson Report Figure 25: Share of Lower-Spend Advertisers Who Would Divert Spending |
| 2023 | 2024-01-23 | N/A | N/A | Highly Confidential | Simonson Report Figure 26: Share of Lower-Spend Advertisers Who Would Divert Spending to Each Advertising Type |
| 2024 | 2024-01-23 | N/A | N/A | Highly Confidential | Simonson Report Figure 27A: Extent of Spending Increase Among Lower-Spend (0 to 10 scale) |
| 2025 | 2024-01-23 | N/A | N/A | Highly Confidential | Simonson Report Figure 27B: Extent of Spending Increase Among Lower-Spend Advertisers with Less than \$50,000 Annual Ad Spend (0 to 10 scale) |
| 2026 | 2024-01-23 | N/A | N/A | Highly Confidential | Simonson Report Figure 28: Share of Lower-Spend Advertisers Using Each Performance Metric |
| 2027 | 2024-01-23 | N/A | N/A | Highly Confidential | Simonson Report Figure 29: Share of Lower-Spend Advertisers Ranking Performance Metric as Most Important |
| 2028 | 2024-01-23 | N/A | N/A | Highly Confidential | Simonson Report Figure 30: Share of Ad Agency Respondents Using More than One Type of Digital Advertising |
| 2029 | 2024-01-23 | N/A | N/A | Highly Confidential | Simonson Report Figure 31: Share of Ad Agency Respondents Using Digital Advertising Types |
| 2030 | 2024-01-23 | N/A | N/A | Highly Confidential | Simonson Report Figure 32: Average Share of Budget Allocated to Each Advertising Type Among Ad Agency Respondents |
| 2031 | 2024-01-23 | N/A | N/A | Highly Confidential | Simonson Report Figure 33: Share of Ad Agency Respondents Who Would Divert Spending |
| 2032 | 2024-01-23 | N/A | N/A | Highly Confidential | Simonson Report Figure 34: Share of Ad Agency Respondents Who Would Divert Spending to Each Advertising Type |

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| 2033 | 2024-01-23 | N/A | N/A | Highly Confidential | Simonson Report Figure 35: Share of Ad Agency Respondents by Extent of Spending Increase (0 to 10 scale) |
| 2034 | 2024-01-23 | N/A | N/A | Highly Confidential | Simonson Report Figure 36: Share of Ad Agency Respondents Using Ad Buying Tool (10 Most Popular Tools) |
| 2035 | 2024-01-23 | N/A | N/A | Highly Confidential | Simonson Report Figure 37: Share of Google Ads Users Using Other Ad Buying Tools Among Ad Agency Respondents |
| 2036 | 2024-01-23 | N/A | N/A | Highly Confidential | Simonson Report Figure 38: Share of Google DV360 Users Using other Ad Buying Tools Among Ad Agency Respondents |
| 2037 | 2024-01-23 | N/A | N/A | Highly Confidential | Simonson Report Figure 39: Share of Ad Agency Respondents Using Each Performance Metric |
| 2038 | 2024-01-23 | N/A | N/A | Highly Confidential | Simonson Report Figure 40: Share of Ad Agency Respondents Ranking Performance Metric Most Important |
| 2039 | 2024-01-23 | N/A | N/A | Highly Confidential | Skinner Report Table 1: Alphabet Revenue and Operating Income |
| 2040 | 2024-01-23 | N/A | N/A | Highly Confidential | Skinner Report Table 2: DVAA Revenue and Operating Profit |
| 2041 | 2024-01-23 | N/A | N/A | Highly Confidential | Skinner Report Table 3: Operating Profit of DVAA Excluding AdMob as Calculated by Dr. Respass on Booked Revenue Basis and Net Revenue Basis |
| 2042 | 2024-01-23 | N/A | N/A | Highly Confidential | Skinner Report Table 4: Comparison of Sources Employed by Dr. Respass |
| 2043 | 2024-01-23 | N/A | N/A | Highly Confidential | Chevalier Report Appendix Exhibit 3: Monthly Gross Revenue by ADX and Competing Exchanges Based on the Simcoe Report U.S. Transactions October 2018 - September 2021 |
| 2044 | 2024-01-23 | N/A | N/A | Highly Confidential | Chevalier Report Appendix Exhibit 4: MONTHLY NET REVENUE BY ADX AND COMPETING EXCHANGES BASED ON THE SIMCOE REPORT U. S. TRANSACTIONS OCTOBER 2018 - SEPTEMBER 2021 |
| 2045 | 2024-01-23 | N/A | N/A | Highly Confidential | Chevalier Report Appendix Exhibit 5: UPR EVENT STUDY REGRESSIONS DEPENDENT VARIABLES: LOG(GROSS REVENUE) AND LOG(NET REVENUE) BASED ON THE SIMCOE REPORT U. S. TRANSACTIONS OCTOBER 2018 – SEPTEMBER 2021 |
| 2046 | 2024-01-23 | N/A | N/A | Highly Confidential | Chevalier Report Appendix Exhibit 6: REGRESSION ANALYSIS OF POST-UPR CHANGES ADX VS AGGREGATE COMPETING EXCHANGES BASED ON THE SIMCOE REPORT U. S. TRANSACTIONS OCTOBER 2018 – SEPTEMBER 2021 |
| 2047 | 2024-01-23 | N/A | N/A | Highly Confidential | Chevalier Report Appendix Exhibit 7: SUMMARY STATISTICS OF AVERAGE MONTHLY IMPRESSIONS, GROSS REVENUE, AND NET REVENUE BY ADX AND COMPETING EXCHANGES (EXCLUDING OPENX) BASED ON THE SIMCOE REPORT WORLDWIDE & U. S. TRANSACTIONS |

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| 2048 | 2024-01-23 | N/A | N/A | Highly Confidential | Chevalier Report Appendix Exhibit 8: UPR EVENT STUDY REGRESSIONS COMPETING EXCHANGES AGGREGATED (EXCLUDING OPENX) BASED ON THE SIMCOE REPORT WORLDWIDE & U. S. TRANSACTIONS OCTOBER 2018 – SEPTEMBER 2021 |
| 2049 | 2024-01-23 | N/A | N/A | Highly Confidential | Chevalier Report Appendix Exhibit 9: AD BUYING TOOL- EXCHANGE COMBINATIONS AVERAGE FULL-STACK REVENUE SHARE ADX SELL-SIDE, XBRIDGE BUY-SIDE & THIRD-PARTY DATA WORLDWIDE TRANSACTIONS JANUARY 2019 - MARCH 2023 |
| 2050 | 2024-01-23 | N/A | N/A | Highly Confidential | Chevalier Report Appendix Exhibit 10: AD BUYING TOOL ANNUAL GROSS REVENUE, TOTAL FEES, AND AVERAGE REVENUE SHARE XBRIDGE BUY-SIDE DATA & THIRD-PARTY DATA WORLDWIDE TRANSACTIONS JANUARY 2016 – MARCH 2023 |
| 2051 | 2024-01-23 | N/A | N/A | Highly Confidential | Chevalier Report Exhibit 3: ILLUSTRATIVE ADJUSTMENT TO SIMCOE FIGURE 8 AVERAGE REVENUE SHARE AND CPM U.S. TRANSACTIONS JANUARY 2019 - MARCH 2023 |
| 2052 | 2024-01-23 | N/A | N/A | Highly Confidential | Chevalier Report Exhibit 7: AD BUYING TOOL ANNUAL GROSS REVENUE, TOTAL FEES, AND AVERAGE REVENUE SHARE XBRIDGE BUY-SIDE DATA & THIRD-PARTY DATA U.S. TRANSACTIONS JANUARY 2016 – MARCH 2023 |
| 2053 | 2024-01-23 | N/A | N/A | Highly Confidential | Chevalier Report Exhibit 10: ADX AND COMPETING EXCHANGES ANNUAL AVERAGE REVENUE SHARE COMPARED TO ALL COMPETING EXCHANGES WEIGHTED AVERAGE REVENUE SHARE BASED ON THE SIMCOE REPORT ADX DATA & THIRD-PARTY DATA WORLDWIDE TRANSACTIONS |
| 2054 | 2024-01-23 | N/A | N/A | Highly Confidential | Chevalier Report Exhibit 13: ADX AND COMPETING EXCHANGES ANNUAL AVERAGE REVENUE SHARE COMPARED TO ALL COMPETING EXCHANGES WEIGHTED AVERAGE REVENUE SHARE BASED ON THE SIMCOE REPORT ADX DATA & THIRD-PARTY DATA U.S. TRANSACTIONS |
| 2055 | 2024-01-23 | N/A | N/A | Highly Confidential | Chevalier Report Exhibit 16: SUMMARY OF ADVERTISER PERCEPTIONS SURVEY ADDRESSING SSP PERFORMANCE CONDUCTED BY BRAND 2018 – 2022 |
| 2056 | 2024-01-23 | N/A | N/A | Highly Confidential | Chevalier Report Exhibit 20: UPR EVENT STUDY REGRESSIONS DEPENDENT VARIABLES: LOG(GROSS REVENUE) AND LOG(NET REVENUE) BASED ON THE SIMCOE REPORT WORLDWIDE TRANSACTIONS OCTOBER 2018 – SEPTEMBER 2021 |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
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| 2057 | 2024-01-23 | N/A | N/A | Highly Confidential | Chevalier Report Exhibit 21: SUMMARY STATISTICS OF AVERAGE MONTHLY IMPRESSIONS, GROSS REVENUE, AND NET REVENUE BY ADX AND COMPETING EXCHANGES BASED ON THE SIMCOE REPORT WORLDWIDE & U. S. TRANSACTIONS |
| 2058 | 2024-01-23 | N/A | N/A | Highly Confidential | Chevalier Report Exhibit 22: REGRESSION ANALYSIS OF POST-UPR CHANGES ADX VS AGGREGATE COMPETING EXCHANGES BASED ON THE SIMCOE REPORT WORLDWIDE TRANSACTIONS OCTOBER 2018 – SEPTEMBER 2021 |
| 2059 | 2024-01-23 | N/A | N/A | Highly Confidential | Chevalier Report Exhibit 44: ANNUAL SHARE OF ADVERTISER SPENDING BY BIDDING STRATEGY TYPE FOR GOOGLE ADS AND DV360 BIDDING STRATEGY DATA U.S. ADVERTISERS JANUARY 2015 – JULY 2023 |
| 2060 | 2024-01-23 | N/A | N/A | Highly Confidential | Chevalier Report Exhibit 45: ANNUAL SHARE OF ADVERTISER SPEND BY TARGETING TYPE FOR ADX INVENTORY PURCHASED THROUGH GOOGLE ADS XPP-D SELL-SIDE DATA U.S. DISPLAY PUBLISHERS JANUARY 2012 – MARCH 2023 |
| 2061 | 2024-01-23 | N/A | N/A | Highly Confidential | Chevalier Report Exhibit 46: MONTHLY AVERAGE ADVERTISER CTR FOR GOOGLE ADS TO ADX TRANSACTIONS WITH CPC AND CPC-TO-CPM COST TYPES XBRIDGE BUY-SIDE DATA U.S. ADVERTISERS JANUARY 2012 – MARCH 2023 |
| 2062 | 2024-01-23 | N/A | N/A | Highly Confidential | Chevalier Report Figure 6: U.S. Average Monthly Revenue Share by Ad Buying Tool (Jan. 2016 – Mar. 2023) |
| 2063 | 2024-01-23 | N/A | N/A | Highly Confidential | Chevalier Report Figure 7: U.S. Annual Average Revenue Share for DV360 and Competing Ad Buying Tools (Jan. 2016 - Mar. 2023) |
| 2064 | 2024-01-23 | N/A | N/A | Highly Confidential | Chevalier Report Figure 8: U.S. Average Full-Stack Revenue Share by Ad Buying Tool – Exchange Combinations (Jan. 2019 – Mar. 2023) |
| 2065 | 2024-01-23 | N/A | N/A | Highly Confidential | Chevalier Report Figure 9: U.S. Average Revenue Share and CPM by Exchange (Jan. 2019 – Mar. 2023) |
| 2066 | 2024-01-23 | N/A | N/A | Highly Confidential | Chevalier Report Figure 10: Worldwide Average Revenue Shares of Competing Exchanges Considered by Prof. Simcoe (Jan. 2019 – Mar. 2023) |
| 2067 | 2024-01-23 | N/A | N/A | Highly Confidential | Chevalier Report Figure 11: Worldwide Monthly Average Revenue Shares by Exchange (Jan. 2016 – Mar. 2023) |
| 2068 | 2024-01-23 | N/A | N/A | Highly Confidential | Chevalier Report Figure 12: Worldwide Comparison of AdX Revenue Share to Competing Exchanges Weighted Average Revenue Share (Jan. 2016 – Mar. 2023) |

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| 2069 | 2024-01-23 | N/A | N/A | Highly Confidential | Chevalier Report Figure 13: U.S. Monthly Average Revenue Shares by Exchange (Jan. 2016 – Mar. 2023) |
| 2070 | 2024-01-23 | N/A | N/A | Highly Confidential | Chevalier Report Figure 14: U.S. Comparison of AdX Revenue Share to Competing Exchanges Weighted Average Revenue Share (Jan. 2016 – Mar. 2023) |
| 2071 | 2024-01-23 | N/A | N/A | Highly Confidential | Chevalier Report Figure 15: U.S. Comparison of Google Full-Stack Revenue Shares to Competitors Full-Stack Revenue Shares (Jan. 2019 – Mar. 2023) |
| 2072 | 2024-01-23 | N/A | N/A | Highly Confidential | Chevalier Report Figure 17: Worldwide AdX and Competing Exchanges Gross Revenue (Oct. 2018 – Sep. 2021) |
| 2073 | 2024-01-23 | N/A | N/A | Highly Confidential | Chevalier Report Figure 18: Worldwide AdX and Competing Exchanges Net Revenue (Oct. 2018 – Sep. 2021) |
| 2074 | 2024-01-23 | N/A | N/A | Highly Confidential | Chevalier Report Figure 19: Worldwide Event Study Using Log of Gross Revenue as Outcome (Oct. 2018 – Sep. 2021) |
| 2075 | 2024-01-23 | N/A | N/A | Highly Confidential | Chevalier Report Figure 20: Worldwide Event Study Using Log of Net Revenue as Outcome (Oct. 2018 – Sep. 2021) |
| 2076 | 2024-01-23 | N/A | N/A | Highly Confidential | Chevalier Report Figure 21: Worldwide Change in AdX and Competing Exchanges Impressions Post-UPR (Oct. 2018 – Sep. 2021) |
| 2077 | 2024-01-23 | N/A | N/A | Highly Confidential | Milgrom Report Figure 2: Timeline of Google's Product Evolution |
| 2078 | 2024-01-23 | N/A | N/A | Highly Confidential | Milgrom Report Figure 3: Examples of Fitted Distributions At The 2 Percentile (Left) and 0-Percentile (Right) of Goodness-Of-Fit |
| 2079 | 2024-01-23 | N/A | N/A | Highly Confidential | Milgrom Report Figure 4: Fraction of Slices in Which Advertiser Surplus Must Increase, as a Function of the Increase in Slice Win Rate |
| 2080 | 2024-01-23 | N/A | N/A | Highly Confidential | Milgrom Report Figure 7: Example calculation of Poirrot bid multipliers |
| 2081 | 2024-01-23 | N/A | N/A | Highly Confidential | Milgrom Report Figure 9: Publisher revenue increases from DA under Counterfactual 1 |
| 2082 | 2024-01-23 | N/A | N/A | Highly Confidential | Milgrom Report Figure 10: Publisher revenue increases from DA under Counterfactual 2 |
| 2083 | 2024-01-23 | N/A | N/A | Highly Confidential | Milgrom Report Figure 11: Correcting Figure 14 in Professor Weintraub's Report Reverses His Main Conclusion (Scenario 1) |
| 2084 | 2024-01-23 | N/A | N/A | Highly Confidential | Milgrom Report Figure 12: Scatterplot of pCTR by publisher with/without EDA |
| 2085 | 2024-01-23 | N/A | N/A | Highly Confidential | Milgrom Report Figure 15: External data from eMarketer suggests that the adoption of header bidding by publishers was not negatively impacted by introduction of Open Bidding. |
| 2086 | 2024-01-23 | N/A | N/A | Highly Confidential | Milgrom Report Figure 16: Empirical Distributions and Their Fitted DHR Distributions for Nine Slices at the 2nd Percentile |

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| 2087 | 2024-01-23 | N/A | N/A | Highly Confidential | Milgrom Report Figure 17: Empirical Distributions and Their Fitted DHR Distributions for Nine Slices at the 0th Percentile |
| 2088 | 2024-01-23 | N/A | N/A | Highly Confidential | Milgrom Report Table 1: Google's Competitors Developed Similar Product Features as Challenged Google Products |
| 2089 | 2024-01-23 | N/A | N/A | Highly Confidential | Milgrom Report Table 4: Change in Publisher Outcomes on Remnant Inventory After Moving from the Optimal Waterfall to DA |
| 2090 | 2024-01-23 | N/A | N/A | Highly Confidential | Milgrom Report Table 5: Change in Engagement Metric With EDA |
| 2091 | 2024-01-23 | N/A | N/A | Highly Confidential | Ghose Report Figure 1: Display Ad Spending in the U.S., 2008-2022 |
| 2092 | 2024-01-23 | N/A | N/A | Highly Confidential | Ghose Report Figure 6: Display Ad Spending in the U.S. by Format, 2008-2022 |
| 2093 | 2024-01-23 | N/A | N/A | Highly Confidential | Ghose Report Figure 7: Growth of Smartphone Ownership in the U.S. |
| 2094 | 2024-01-23 | N/A | N/A | Highly Confidential | Ghose Report Figure 8: Display Ad Spending in the U.S. by Device, 2008-2022 |
| 2095 | 2024-01-23 | N/A | N/A | Highly Confidential | Ghose Report Figure 10: Social Network Display Ad Spending in the U.S., 2008-2022 |
| 2096 | 2024-01-23 | N/A | N/A | Highly Confidential | Ghose Report Figure 11: Social and Non-Social Display Ad Spending in the U.S., 2008-2022 |
| 2097 | 2024-01-23 | N/A | N/A | Highly Confidential | Ghose Report Figure 12: Meta's Display Ad Revenue in the U.S., 2008-2022 |
| 2098 | 2024-01-23 | N/A | N/A | Highly Confidential | Ghose Report Figure 13: TikTok's Display Ad Revenue in the U.S., 2019-2022 |
| 2099 | 2024-01-23 | N/A | N/A | Highly Confidential | Ghose Report Figure 14: X's Display Ad Revenue in the U.S., 2010-2022 |
| 2100 | 2024-01-23 | N/A | N/A | Highly Confidential | Ghose Report Figure 15: Retail Media Display Ad Spending in the U.S., 2018-2022 |
| 2101 | 2024-01-23 | N/A | N/A | Highly Confidential | Ghose Report Figure 16: Amazon's Display Ad Revenue in the U.S., 2012-2022 |
| 2102 | 2024-01-23 | N/A | N/A | Highly Confidential | Ghose Report Figure 17: CTV Display Ad Spending in the U.S., 2017-2022 |
| 2103 | 2024-01-23 | N/A | N/A | Highly Confidential | Ghose Report Figure 18: Hulu's CTV Ad Revenue in the U.S., 2017-2022 |
| 2104 | 2024-01-23 | N/A | N/A | Highly Confidential | Ghose Report Figure 19: Roku's Ad Revenue in the U.S., 2017-2022 |
| 2105 | 2024-01-23 | N/A | N/A | Highly Confidential | Ghose Report Figure 20: Digital Ad Spending in the U.S., 2008-2022 |
| 2106 | 2024-01-23 | N/A | N/A | Highly Confidential | Ghose Report Figure 21: Share of Ad Impressions by Nike North America Brand, by Media Type, 2021Q3-2023Q2 |
| 2107 | 2024-01-23 | N/A | N/A | Highly Confidential | Ghose Report Figure 22: Share of Ad Impressions by Macy's Media Network, by Media Type, 2021Q3-2023Q2 |
| 2108 | 2024-01-23 | N/A | N/A | Highly Confidential | Ghose Report Figure 23: Direct Deals Replicate Offline Advertising |

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| 2109 | 2024-01-23 | N/A | N/A | Highly Confidential | Ghose Report Figure 24: Publishers and Advertisers Adopt Ad Servers to Manage Display Advertising Processes |
| 2110 | 2024-01-23 | N/A | N/A | Highly Confidential | Ghose Report Figure 25: Ad Networks Aggregate and Resell Remnant Inventory |
| 2111 | 2024-01-23 | N/A | N/A | Highly Confidential | Ghose Report Figure 26: Google Ads Allows Buyers to Purchase Inventory from Many Sources |
| 2112 | 2024-01-23 | N/A | N/A | Highly Confidential | Ghose Report Figure 27: Ad Exchanges Enable Programmatic Transactions |
| 2113 | 2024-01-23 | N/A | N/A | Highly Confidential | Ghose Report Figure 28: Supply-Side Platforms Help Publishers Optimize Yield |
| 2114 | 2024-01-23 | N/A | N/A | Highly Confidential | Ghose Report Figure 29: Real-Time Bidding Display Ad Spending in the U.S., 2011-2022 |
| 2115 | 2024-01-23 | N/A | N/A | Highly Confidential | Ghose Report Figure 30: Programmatic and Non-Programmatic Display Ad Spending in the U.S., 2011-2022 |
| 2116 | 2024-01-23 | N/A | N/A | Highly Confidential | Ghose Report Figure 31: Introduction of Real-Time Bidding and Emergence of DSPs |
| 2117 | 2024-01-23 | N/A | N/A | Highly Confidential | Ghose Report Figure 32: Illustrative Example of Possible Bidding Paths on an Impression |
| 2118 | 2024-01-23 | N/A | N/A | Highly Confidential | Ghose Report Figure 33: Illustration of Header Bidding |
| 2119 | 2024-01-23 | N/A | N/A | Highly Confidential | Ghose Report Figure 34: Examples of Firms Offering “Open Web” Ad Tech Tools |
| 2120 | 2024-01-23 | N/A | N/A | Highly Confidential | Ghose Report Figure 35: Plaintiffs Focus on a Fraction of Display Ad Spending |
| 2121 | 2024-01-23 | N/A | N/A | Highly Confidential | Ghose Report Table 1: Examples of Different Pathways of Display Ad Transactions |
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| 2123 | 0000-00-00 | ADOBE – CID 30473 – 0000228269 | ADOBE – CID 30473 – 0000228269 | Highly Confidential | Produced Data |
| 2124 | 0000-00-00 | Adobe - Google Ad Tech – 00001005 | Adobe - Google Ad Tech – 00001005 | Highly Confidential | Produced Data |
| 2125 | 0000-00-00 | AMOBEE-INV-00000003 | AMOBEE-INV-00000003 | Highly Confidential | DOJ Revenue Summary File 2017-2019 (Amobee CID supplemental response) .csv |
| 2126 | 0000-00-00 | AMOBEE-INV-00000006 | AMOBEE-INV-00000006 | Highly Confidential | DOJ Revenue Summary File CY2020 and Q1 2021 (Amobee CID supplemental response).csv |
| 2127 | 0000-00-00 | AMZNADTECH-AGG-LIT-00000003.001 | AMZNADTECH-AGG-LIT-00000003.001 | Highly Confidential | Produced Data |
| 2128 | 0000-00-00 | AMZNDOJ0247645 | AMZNDOJ0247645 | Highly Confidential | Produced Data |
| 2129 | 0000-00-00 | COM-00000001 | COM-00000001 | Highly Confidential | Produced Data |
| 2130 | 0000-00-00 | DOJ MARS 0000570 | DOJ MARS 0000570 | Highly Confidential | Produced Data |
| 2131 | 0000-00-00 | EQUATIV-000000434 | EQUATIV-000000434 | Highly Confidential | Produced Data |
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| 2134 | 0000-00-00 | EQUATIV-000000462 | EQUATIV-000000462 | Highly Confidential | Produced Data |
| 2135 | 0000-00-00 | N/A | N/A | Highly Confidential | Exhibit A to the 2023.07.20 Letter from R. McCallum to K. Barry & K. Garcia - Display & Video 360 |
| 2136 | 0000-00-00 | N/A | N/A | Highly Confidential | Exhibit B to the 2023.07.20 Letter from R. McCallum to K. Barry & K. Garcia - Campaign Manager 360 (CM) |
| 2137 | 0000-00-00 | N/A | N/A | Highly Confidential | Exhibit C to the 2023.07.20 Letter from R. McCallum to K. Barry & K. Garcia - Display Ads - Ads Quality |
| 2138 | 0000-00-00 | N/A | N/A | Highly Confidential | Exhibit D to the 2023.07.20 Letter from R. McCallum to K. Barry & K. Garcia - Display Ads - Ads Quality |
| 2139 | 0000-00-00 | N/A | N/A | Highly Confidential | Exhibit E to the 2023.07.20 Letter from R. McCallum to K. Barry & K. Garcia - Display Ads - Agency Platform |
| 2140 | 0000-00-00 | N/A | N/A | Highly Confidential | Exhibit F to the 2023.07.20 Letter from R. McCallum to K. Barry & K. Garcia - Display Ads - GDA |
| 2141 | 0000-00-00 | N/A | N/A | Highly Confidential | Exhibit G to the 2023.07.20 Letter from R. McCallum to K. Barry & K. Garcia - Display Ads - Publisher Platform – DRX |
| 2142 | 0000-00-00 | N/A | N/A | Highly Confidential | Exhibit H to the 2023.07.20 Letter from R. McCallum to K. Barry & K. Garcia - Sellside Ads Quality |
| 2143 | 0000-00-00 | FB_PROD011_00000012 | FB_PROD011_00000012 | Highly Confidential | Ex. 8-03 - HIGHLY CONFIDENTIAL INFORMATION.csv |
| 2144 | 0000-00-00 | FBDOJGOOG-INV-00000029 | FBDOJGOOG-INV-00000029 | Highly Confidential | Exhibit 8-10-R1 - CONFIDENTIAL TREATMENT REQUESTED - HIGHLY CONFIDENTIAL.csv |
| 2145 | 0000-00-00 | FBDOJGOOG-INV-00000031 | FBDOJGOOG-INV-00000031 | Highly Confidential | Exhibit 8-05-RS - CONFIDENTIAL TREATMENT REQUESTED.csv |
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| 2149 | 0000-00-00 | GOOG-AT-DOJ-DATA-000011657 | GOOG-AT-DOJ-DATA-000012656 | Highly Confidential | Auto bidding data |
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| 2151 | 0000-00-00 | GOOG-AT-DOJ-DATA-000066661 | GOOG-AT-DOJ-DATA-000066768 | Highly Confidential | Comscore data |
| 2152 | 0000-00-00 | GOOG-AT-DOJ-DATA-000066769 | GOOG-AT-DOJ-DATA-000066770 | Highly Confidential | Confiant data |
| 2153 | 0000-00-00 | GOOG-AT-DOJ-DATA-000066771 | GOOG-AT-DOJ-DATA-000066772 | Highly Confidential | 606 EDA pCTR Dataset |
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| 2167 | 0000-00-00 | GOOG-AT-DOJ-DATA-000247044 | GOOG-AT-DOJ-DATA-000247044 | Highly Confidential | Campaign Manager data |
| 2168 | 0000-00-00 | GOOG-AT-DOJ-DATA-000248355 | GOOG-AT-DOJ-DATA-000248355 | Highly Confidential | US Advertising Spend data |
| 2169 | 0000-00-00 | GOOG-AT-EDVA-DATA-000000006 | GOOG-AT-EDVA-DATA-000000006 | Highly Confidential | Produced Data |
| 2170 | 0000-00-00 | GOOG-AT-EDVA-DATA-000012607 | GOOG-AT-EDVA-DATA-000042606 | Highly Confidential | Google Ads Log-Level Dataset |
| 2171 | 0000-00-00 | GOOG-AT-EDVA-DATA-000147607 | GOOG-AT-EDVA-DATA-000226014 | Highly Confidential | Google Ad Manager Log-Level Dataset |
| 2172 | 0000-00-00 | GOOG-AT-EDVA-DATA-000226021 | GOOG-AT-EDVA-DATA-000226339 | Highly Confidential | GAM log-level bid data |
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| 2180 | 0000-00-00 | GOOG-AT-MDL-DATA-000486516 | GOOG-AT-MDL-DATA-000486625 | Highly Confidential | DFP RFP 243 data |
| 2181 | 0000-00-00 | GOOG-AT-MDL-DATA-000486626 | GOOG-AT-MDL-DATA-00048277 | Highly Confidential | Google Ads RFP 243 Data |
| 2182 | 0000-00-00 | GOOG-AT-MDL-DATA-000488278 | GOOG-AT-MDL-DATA-000488815 | Highly Confidential | DV360 RFP 243 data |
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| 2187 | 0000-00-00 | GOOG-AT-MDL-DATA-000561263 | GOOG-AT-MDL-DATA-000561420 | Highly Confidential | XBridge DV360 |
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| 2190 | 0000-00-00 | GOOG-AT-MDL-DATA-000561426 | GOOG-AT-MDL-DATA-000561535 | Highly Confidential | DFP RFP 243 data |
| 2191 | 0000-00-00 | GOOG-AT-MDL-DATA-000561536 | GOOG-AT-MDL-DATA-000564882 | Highly Confidential | AdSense RFP 243 data |
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| 2206 | 0000-00-00 | GOOGEDVA-SC-00038 | GOOGEDVA-SC-00038 | Highly Confidential | Produced Data |
| 2207 | 0000-00-00 | GOOGEDVA-SC-00069 | GOOGEDVA-SC-00069 | Highly Confidential | Produced Data |
| 2208 | 0000-00-00 | GOOGEDVA-SC-00070 | GOOGEDVA-SC-00070 | Highly Confidential | Produced Data |
| 2209 | 0000-00-00 | GOOGEDVA-SC-00072 | GOOGEDVA-SC-00072 | Highly Confidential | Produced Data |
| 2210 | 0000-00-00 | GOOGEDVA-SC-00073 | GOOGEDVA-SC-00073 | Highly Confidential | Produced Data |
| 2211 | 0000-00-00 | GOOGEDVA-SC-00074 | GOOGEDVA-SC-00074 | Highly Confidential | Produced Data |
| 2212 | 0000-00-00 | GOOGEDVA-SC-00079 | GOOGEDVA-SC-00079 | Highly Confidential | Produced Data |
| 2213 | 0000-00-00 | GOOGEDVA-SC-00080 | GOOGEDVA-SC-00080 | Highly Confidential | Produced Data |
| 2214 | 0000-00-00 | GOOGEDVA-SC-00081 | GOOGEDVA-SC-00081 | Highly Confidential | Produced Data |
| 2215 | 0000-00-00 | GOOGEDVA-SC-00082 | GOOGEDVA-SC-00082 | Highly Confidential | Produced Data |
| 2216 | 0000-00-00 | GOOGEDVA-SC-00083 | GOOGEDVA-SC-00083 | Highly Confidential | Produced Data |
| 2217 | 0000-00-00 | GOOGEDVA-SC-00084 | GOOGEDVA-SC-00084 | Highly Confidential | Produced Data |
| 2218 | 0000-00-00 | GOOGEDVA-SC-00085 | GOOGEDVA-SC-00085 | Highly Confidential | Produced Data |
| 2219 | 0000-00-00 | GOOGEDVA-SC-00086 | GOOGEDVA-SC-00086 | Highly Confidential | Produced Data |
| 2220 | 0000-00-00 | IX-INV-00000002 | IX-INV-00000002 | Highly Confidential | REG_US DOJ_CID_Index Exchange Inc._Additional Response_FINAL_01Jun2021 |
| 2221 | 0000-00-00 | LI DOJ G 2023 00003515 | LI DOJ G 2023 00003515 | Highly Confidential | Produced Data |
| 2222 | 0000-00-00 | MAGNITE-AGG-LIT-00000001.006 | MAGNITE-AGG-LIT-00000001.007 | Highly Confidential | Produced Data |
| 2223 | 0000-00-00 | MAGNITE-AGG-LIT-00000004.003 | MAGNITE-AGG-LIT-00000004.004 | Highly Confidential | Produced Data |
| 2224 | 0000-00-00 | META-PROD006 000006 | META-PROD006 000006 | Highly Confidential | Exhibit 8-10-R1 - UPDATED - Highly Confidential.csv |
| 2225 | 0000-00-00 | META-PROD011 000001 | META-PROD011 000001 | Highly Confidential | Exhibit 8-03-UPDATED - CORRECTED - Highly Confidential.csv |
| 2226 | 0000-00-00 | METAPROD013_000001 | METAPROD013_000001 | Highly Confidential | Exhibit 8-05-UPDATED – SECOND CORRECTED REVISED - Highly Confidential.csv |
| 2227 | 0000-00-00 | MSFT-AGG-LIT-00000007.001 | MSFT-AGG-LIT-00000007.001 | Highly Confidential | Produced Data |
| 2228 | 0000-00-00 | MSFT-AGG-LIT-00000007.002 | MSFT-AGG-LIT-00000007.002 | Highly Confidential | Produced Data |
| 2229 | 0000-00-00 | MSFT-AGG-LIT-00000007.003 | MSFT-AGG-LIT-00000007.003 | Highly Confidential | Produced Data |
| 2230 | 0000-00-00 | MSFT-LIT-0000053397 | MSFT-LIT-0000053397 | Highly Confidential | Produced Data |
| 2231 | 0000-00-00 | MSFT-LIT-0000060007 | MSFT-LIT-0000060007 | Highly Confidential | Produced Data |
| 2232 | 0000-00-00 | MSFT-LIT-0000081523 | MSFT-LIT-0000081523 | Highly Confidential | Produced Data |
| 2233 | 0000-00-00 | OPENX-AGG-LIT-00000001.001 | OPENX-AGG-LIT-00000001.001 | Highly Confidential | Produced Data |
| 2234 | 0000-00-00 | PIN - GOOG - 0003740 | PIN - GOOG - 0003740 | Highly Confidential | Top 20 Advertisers + Other – US |
| 2235 | 0000-00-00 | PMDATA0001 | PMDATA0001 | Highly Confidential | Platform Data |
| 2236 | 0000-00-00 | RUBICON-00001148 | RUBICON-00001148 | Highly Confidential | Produced Data |
| 2237 | 0000-00-00 | SHARE002216 | SHARE002216 | Highly Confidential | Produced Data |
| 2238 | 0000-00-00 | SHARE002252 | SHARE002252 | Highly Confidential | Produced Data |
| 2239 | 0000-00-00 | SHARE002308 | SHARE002308 | Highly Confidential | Produced Data |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
|-------|------------|--------------------------|--------------------------|-----------------------------|--|
| 2240 | 0000-00-00 | SHARE002363 | SHARE002363 | Highly Confidential | Produced Data |
| 2241 | 0000-00-00 | SVRN000056 | SVRN000056 | Highly Confidential | DoJ Civil Action Data Request Responses |
| 2242 | 0000-00-00 | TREM00002600 | TREM00002600 | Highly Confidential | Amobee Data |
| 2243 | 0000-00-00 | TWTR-DOJ-00029214 | TWTR-DOJ-00029214 | Highly Confidential | Produced Data |
| 2244 | 0000-00-00 | TWTR-DOJ-00030702 | TWTR-DOJ-00030702 | Highly Confidential | Produced Data |
| 2245 | 0000-00-00 | YAH GG LIT 003888 | YAH GG LIT 003888 | Highly Confidential | Produced Data |
| 2246 | 0000-00-00 | YAH GG LIT 005631 | YAH GG LIT 005634 | Highly Confidential | Produced Data |
| 2247 | 0000-00-00 | Yieldmo_PROD001_00000002 | Yieldmo_PROD001_00000002 | Highly Confidential | Produced Data |
| 2248 | 0000-00-00 | Yieldmo_PROD001_00000005 | Yieldmo_PROD001_00000005 | Highly Confidential | Produced Data |
| 2249 | 0000-00-00 | Yieldmo_PROD001_00000008 | Yieldmo_PROD001_00000008 | Highly Confidential | WSGR_data_pull_2020 |
| 2250 | 0000-00-00 | Yieldmo_PROD001_00000009 | Yieldmo_PROD001_00000009 | Highly Confidential | WSGR_data_pull_2021 |
| 2251 | 0000-00-00 | Yieldmo_PROD001_00000010 | Yieldmo_PROD001_00000010 | Highly Confidential | WSGR_data_pull_2022 |
| 2252 | 0000-00-00 | Yieldmo_PROD001_00000013 | Yieldmo_PROD001_00000013 | Highly Confidential | Produced Data |
| 2253 | 2017-01-00 | GOOGEDVA-SC-00075 | GOOGEDVA-SC-00075 | Highly Confidential | Produced Data |
| 2254 | 2017-01-00 | GOOGEDVA-SC-00076 | GOOGEDVA-SC-00076 | Highly Confidential | Produced Data |
| 2255 | 2017-01-00 | GOOGEDVA-SC-00077 | GOOGEDVA-SC-00077 | Highly Confidential | Produced Data |
| 2256 | 2017-01-00 | GOOGEDVA-SC-00078 | GOOGEDVA-SC-00078 | Highly Confidential | Produced Data |
| 2257 | 0000-00-00 | N/A | N/A | Publicly available | Aarki is an AI Powered Mobile Marketing Platform |
| 2258 | 0000-00-00 | N/A | N/A | Publicly available | About Display ads and the Google Display Network - Google Ads Help |
| 2259 | 0000-00-00 | N/A | N/A | Publicly available | About the Google TV network in Google Ads Google Ads Help |
| 2260 | 0000-00-00 | N/A | N/A | Publicly available | About video ad formats - Google Ads Help |
| 2261 | 0000-00-00 | N/A | N/A | Publicly available | Ad formats - Mobfox |
| 2262 | 0000-00-00 | N/A | N/A | Publicly available | Ad Formats Criteo Blog |
| 2263 | 0000-00-00 | N/A | N/A | Publicly available | Adform Help, Guidelines for Display Ads |
| 2264 | 0000-00-00 | N/A | N/A | Publicly available | Adform Help, Guidelines for Mobile Ads |
| 2265 | 0000-00-00 | N/A | N/A | Publicly available | Adform Help, Guidelines for Native Ads |
| 2266 | 0000-00-00 | N/A | N/A | Publicly available | Adform Help, Guidelines for Video Ads |
| 2267 | 0000-00-00 | N/A | N/A | Publicly available | AdLib, Advertising Channel Targeting |
| 2268 | 0000-00-00 | N/A | N/A | Publicly available | AdLib, Creative Specs And Sizes |
| 2269 | 0000-00-00 | N/A | N/A | Publicly available | Admatic Advertising Technologies |
| 2270 | 0000-00-00 | N/A | N/A | Publicly available | Admixer DSP |
| 2271 | 0000-00-00 | N/A | N/A | Publicly available | Admixer.SSP |
| 2272 | 0000-00-00 | N/A | N/A | Publicly available | Adobe Advertising: Demand Side Platform |
| 2273 | 0000-00-00 | N/A | N/A | Publicly available | AdRoll, Bring your brand to life with AdRoll video ads |
| 2274 | 0000-00-00 | N/A | N/A | Publicly available | AdRoll, Build brand awareness and feed your pipeline with CTV |
| 2275 | 0000-00-00 | N/A | N/A | Publicly available | AdRoll, Create seamless experiences with AdRoll native ads |
| 2276 | 0000-00-00 | N/A | N/A | Publicly available | AdRoll, Make the right impression with AdRoll display ads |
| 2277 | 0000-00-00 | N/A | N/A | Publicly available | AdSupply, Ad Formats |
| 2278 | 0000-00-00 | N/A | N/A | Publicly available | AdsWizz, AudioMax SSP |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
|-------|------------|-----------|-----------|-----------------------------|--|
| 2279 | 0000-00-00 | N/A | N/A | Publicly available | Advertising Solutions for Connected TV - Index Exchange |
| 2280 | 0000-00-00 | N/A | N/A | Publicly available | Adyoulike, Native Display |
| 2281 | 0000-00-00 | N/A | N/A | Publicly available | Aidem, DSP Integration |
| 2282 | 0000-00-00 | N/A | N/A | Publicly available | Amazon Ads, Audio Ads |
| 2283 | 0000-00-00 | N/A | N/A | Publicly available | Amazon Ads, Display Ads |
| 2284 | 0000-00-00 | N/A | N/A | Publicly available | Amazon Ads, Video Ads |
| 2285 | 0000-00-00 | N/A | N/A | Publicly available | AppDiscovery |
| 2286 | 0000-00-00 | N/A | N/A | Publicly available | Atedra, Supply Side Platform & Ad Exchange |
| 2287 | 0000-00-00 | N/A | N/A | Publicly available | Basis Technologies, Audio Advertising |
| 2288 | 0000-00-00 | N/A | N/A | Publicly available | Basis Technologies, Connected TV Advertising |
| 2289 | 0000-00-00 | N/A | N/A | Publicly available | Basis Technologies, Display Advertising |
| 2290 | 0000-00-00 | N/A | N/A | Publicly available | Basis Technologies, Mobile Advertising |
| 2291 | 0000-00-00 | N/A | N/A | Publicly available | Basis Technologies, Native Advertising |
| 2292 | 0000-00-00 | N/A | N/A | Publicly available | Basis Technologies, Video Advertising |
| 2293 | 0000-00-00 | N/A | N/A | Publicly available | Beachfront, Monetize TV, CTV & Streaming Ad Inventory |
| 2294 | 0000-00-00 | N/A | N/A | Publicly available | Bidease, Transparent Mobile DSP |
| 2295 | 0000-00-00 | N/A | N/A | Publicly available | Cadent, TV Audience Reach |
| 2296 | 0000-00-00 | N/A | N/A | Publicly available | CAULY Display Ads |
| 2297 | 0000-00-00 | N/A | N/A | Publicly available | Channels - Zemanta |
| 2298 | 0000-00-00 | N/A | N/A | Publicly available | Chocolate by Silverpush, Ad Gallery |
| 2299 | 0000-00-00 | N/A | N/A | Publicly available | Cognitiv DSP |
| 2300 | 0000-00-00 | N/A | N/A | Publicly available | Colossus SSP for Buyers |
| 2301 | 0000-00-00 | N/A | N/A | Publicly available | Column6, Innovative Tools Designed to Optimize CTV Inventory Management & Advertising Delivery |
| 2302 | 0000-00-00 | N/A | N/A | Publicly available | Compulse, Marketing Services |
| 2303 | 0000-00-00 | N/A | N/A | Publicly available | Compulse, Media Buying Platform |
| 2304 | 0000-00-00 | N/A | N/A | Publicly available | Concert - A better future for advertisers |
| 2305 | 0000-00-00 | N/A | N/A | Publicly available | Configuring Creatives - Smart Adserver |
| 2306 | 0000-00-00 | N/A | N/A | Publicly available | Connatix, Video Monetization |
| 2307 | 0000-00-00 | N/A | N/A | Publicly available | ConnectAd Wiki, Display Tag |
| 2308 | 0000-00-00 | N/A | N/A | Publicly available | Consumable - Home |
| 2309 | 0000-00-00 | N/A | N/A | Publicly available | Consumable, In-Feed Advertising |
| 2310 | 0000-00-00 | N/A | N/A | Publicly available | Coull, In-Video Display Advertising |
| 2311 | 0000-00-00 | N/A | N/A | Publicly available | Creative Gallery - Undertone |
| 2312 | 0000-00-00 | N/A | N/A | Publicly available | Customer Targeting Solution - Criteo Article |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
|-------|------------|-----------|-----------|-----------------------------|---|
| 2313 | 0000-00-00 | N/A | N/A | Publicly available | DemandScale |
| 2314 | 0000-00-00 | N/A | N/A | Publicly available | Dianomi, For Publishers |
| 2315 | 0000-00-00 | N/A | N/A | Publicly available | Digital Formats |
| 2316 | 0000-00-00 | N/A | N/A | Publicly available | Digital Turbine, Ad Experiences That Fuel Performance |
| 2317 | 0000-00-00 | N/A | N/A | Publicly available | Digital Turbine, Choosing the Right Display Format for Your App |
| 2318 | 0000-00-00 | N/A | N/A | Publicly available | Display & Video 360 Help, About Connected TV in Display & Video 360 |
| 2319 | 0000-00-00 | N/A | N/A | Publicly available | Display & Video 360 Help, Guidelines for Mobile Creatives |
| 2320 | 0000-00-00 | N/A | N/A | Publicly available | Display & Video 360 Help, Position Targeting |
| 2321 | 0000-00-00 | N/A | N/A | Publicly available | DT Exchange |
| 2322 | 0000-00-00 | N/A | N/A | Publicly available | Emodo, Creative Lab |
| 2323 | 0000-00-00 | N/A | N/A | Publicly available | Epsilon Digital Connected TV |
| 2324 | 0000-00-00 | N/A | N/A | Publicly available | Epsilon Digital, Audio |
| 2325 | 0000-00-00 | N/A | N/A | Publicly available | Epsilon Digital, Display |
| 2326 | 0000-00-00 | N/A | N/A | Publicly available | Epsilon Digital, Online Video |
| 2327 | 0000-00-00 | N/A | N/A | Publicly available | Fluct SSP |
| 2328 | 0000-00-00 | N/A | N/A | Publicly available | Converge Digital - For Advertisers |
| 2329 | 0000-00-00 | N/A | N/A | Publicly available | FreakOut, Monetize Your Web & App Space |
| 2330 | 0000-00-00 | N/A | N/A | Publicly available | FreeWheelssp for Header Bidding - FreeWheelssp |
| 2331 | 0000-00-00 | N/A | N/A | Publicly available | Genlee, Ads Demo (Web Display, Native) |
| 2332 | 0000-00-00 | N/A | N/A | Publicly available | Genlee, Ads Demo |
| 2333 | 0000-00-00 | N/A | N/A | Publicly available | Genlee, Products (Outstream Video, In-Stream Video) |
| 2334 | 0000-00-00 | N/A | N/A | Publicly available | Genlee, Products |
| 2335 | 0000-00-00 | N/A | N/A | Publicly available | Get started with audio ads - Google Ad Manager Help |
| 2336 | 0000-00-00 | N/A | N/A | Publicly available | Google Ad Manager Help, Introduction to Open Bidding |
| 2337 | 0000-00-00 | N/A | N/A | Publicly available | FAQs - GroundTruth |
| 2338 | 0000-00-00 | N/A | N/A | Publicly available | Grow your App's Reach with High-LTV Users on mDSP |
| 2339 | 0000-00-00 | N/A | N/A | Publicly available | GumGum, Media Products |
| 2340 | 0000-00-00 | N/A | N/A | Publicly available | Illumin, Channels |
| 2341 | 0000-00-00 | N/A | N/A | Publicly available | InMobi In-App Ad Formats (Native, In-App Display, Outstream Video) |
| 2342 | 0000-00-00 | N/A | N/A | Publicly available | InMobi DSP |
| 2343 | 0000-00-00 | N/A | N/A | Publicly available | In-Mobi In-App Ad Formats |
| 2344 | 0000-00-00 | N/A | N/A | Publicly available | Introduction to Open Bidding - Google Ad Manager Help |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
|-------|------------|-----------|-----------|-----------------------------|---|
| 2345 | 0000-00-00 | N/A | N/A | Publicly available | Inventory Formats - Google Blog |
| 2346 | 0000-00-00 | N/A | N/A | Publicly available | IQZone, For Publishers |
| 2347 | 0000-00-00 | N/A | N/A | Publicly available | ironSource Exchange |
| 2348 | 0000-00-00 | N/A | N/A | Publicly available | Kargo Ads Demo |
| 2349 | 0000-00-00 | N/A | N/A | Publicly available | Kargo, CTV story |
| 2350 | 0000-00-00 | N/A | N/A | Publicly available | Kevel Ad Unit Use Cases - Build Better Ads - Kevel Blog |
| 2351 | 0000-00-00 | N/A | N/A | Publicly available | Kiosked is integrated with the largest ad buyers in the world |
| 2352 | 0000-00-00 | N/A | N/A | Publicly available | Leading CPG brand drives strong awareness and engagement for product launch with VDX ad units |
| 2353 | 0000-00-00 | N/A | N/A | Publicly available | Learn about Campaigns, Amobee |
| 2354 | 0000-00-00 | N/A | N/A | Publicly available | Lemma, Omni Channel Platform for Emerging Media |
| 2355 | | | | | INTENTIONALLY LEFT BLANK |
| 2356 | 0000-00-00 | N/A | N/A | Publicly available | LoopMe Creative Specs |
| 2357 | 0000-00-00 | N/A | N/A | Publicly available | LoopMe Creative Studio |
| 2358 | 0000-00-00 | N/A | N/A | Publicly available | Media.net Marketplace |
| 2359 | 0000-00-00 | N/A | N/A | Publicly available | MediaMath, Audio Advertising |
| 2360 | 0000-00-00 | N/A | N/A | Publicly available | MediaMath, Connected TV Advertising |
| 2361 | 0000-00-00 | N/A | N/A | Publicly available | MediaMath, Display Advertising |
| 2362 | 0000-00-00 | N/A | N/A | Publicly available | MediaMath, Mobile Advertising |
| 2363 | 0000-00-00 | N/A | N/A | Publicly available | MediaMath, Native Advertising |
| 2364 | 0000-00-00 | N/A | N/A | Publicly available | MGID For Advertisers |
| 2365 | 0000-00-00 | N/A | N/A | Publicly available | Microsoft Invest |
| 2366 | 0000-00-00 | N/A | N/A | Publicly available | Moloco, Grow your app on the open internet |
| 2367 | 0000-00-00 | N/A | N/A | Publicly available | Moloco, Image Creative Guide |
| 2368 | 0000-00-00 | N/A | N/A | Publicly available | Moloco, Native Creative Guide |
| 2369 | 0000-00-00 | N/A | N/A | Publicly available | Monetize Ad Server - Microsoft Blog |
| 2370 | 0000-00-00 | N/A | N/A | Publicly available | NativeAds, Access Premium Ad Inventory |
| 2371 | 0000-00-00 | N/A | N/A | Publicly available | Nero Dynamic Creatives |
| 2372 | 0000-00-00 | N/A | N/A | Publicly available | Nexxen, Audio Ad Specs |
| 2373 | 0000-00-00 | N/A | N/A | Publicly available | Nexxen, Display Ad Formats |
| 2374 | 0000-00-00 | N/A | N/A | Publicly available | Nexxen, Standard Video Specs |
| 2375 | 0000-00-00 | N/A | N/A | Publicly available | Nobid, Reverse the Stack |
| 2376 | 0000-00-00 | N/A | N/A | Publicly available | Ogury, Tailored Solutions & Services |
| 2377 | 0000-00-00 | N/A | N/A | Publicly available | OneView: The ad platform built for TV streaming |
| 2378 | 0000-00-00 | N/A | N/A | Publicly available | Opera Ads Gives You Multiple Ways To Be Seen |
| 2379 | 0000-00-00 | N/A | N/A | Publicly available | Opera Ads, Audience Solutions |
| 2380 | 0000-00-00 | N/A | N/A | Publicly available | Origin - Improve Digital |
| 2381 | 0000-00-00 | N/A | N/A | Publicly available | Outbrain, Creative Specifications |
| 2382 | 0000-00-00 | N/A | N/A | Publicly available | Overview of non-in-stream video ads - Google Blog |
| 2383 | 0000-00-00 | N/A | N/A | Publicly available | Permodo Mobile Marketing Service |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
|-------|------------|-----------|-----------|-----------------------------|---|
| 2384 | 0000-00-00 | N/A | N/A | Publicly available | Permodo Showroom Creative Advertising |
| 2385 | 0000-00-00 | N/A | N/A | Publicly available | PilotX Media Kit |
| 2386 | 0000-00-00 | N/A | N/A | Publicly available | Place your Facebook ads on mobile apps with Audience Network - Facebook |
| 2387 | 0000-00-00 | N/A | N/A | Publicly available | PowerLinks Supports Every Native Format Across All Devices |
| 2388 | 0000-00-00 | N/A | N/A | Publicly available | Primis, Increase Your Revenue |
| 2389 | 0000-00-00 | N/A | N/A | Publicly available | PubMatic CTV & OTT Solution Enables Better Video Streaming Ads |
| 2390 | 0000-00-00 | N/A | N/A | Publicly available | Quotient Display |
| 2391 | 0000-00-00 | N/A | N/A | Publicly available | Remerge Support, Native |
| 2392 | 0000-00-00 | N/A | N/A | Publicly available | Remerge Support, Static |
| 2393 | 0000-00-00 | N/A | N/A | Publicly available | Remerge Support, Video |
| 2394 | 0000-00-00 | N/A | N/A | Publicly available | Remixd, Audio Everywhere |
| 2395 | 0000-00-00 | N/A | N/A | Publicly available | Retail Media for Brands - Criteo |
| 2396 | 0000-00-00 | N/A | N/A | Publicly available | RichAudience, Our Marketplace, a solution for Premium Publishers |
| 2397 | 0000-00-00 | N/A | N/A | Publicly available | RTB House, Audi - Case Study |
| 2398 | 0000-00-00 | N/A | N/A | Publicly available | RTB House, Mobile advertising with real appeal |
| 2399 | 0000-00-00 | N/A | N/A | Publicly available | RTB House, Renault - case study |
| 2400 | 0000-00-00 | N/A | N/A | Publicly available | RTBiQ Homepage |
| 2401 | 0000-00-00 | N/A | N/A | Publicly available | Saambaa, For Publishers |
| 2402 | 0000-00-00 | N/A | N/A | Publicly available | Simpli.Fi, Audio Advertising |
| 2403 | 0000-00-00 | N/A | N/A | Publicly available | Simpli.Fi, Connected TV Advertising |
| 2404 | 0000-00-00 | N/A | N/A | Publicly available | Simpli.Fi, Display Advertising |
| 2405 | 0000-00-00 | N/A | N/A | Publicly available | Simpli.Fi, Mobile Advertising |
| 2406 | 0000-00-00 | N/A | N/A | Publicly available | Simpli.Fi, Native Advertising |
| 2407 | 0000-00-00 | N/A | N/A | Publicly available | Simpli.Fi, Video Advertising |
| 2408 | 0000-00-00 | N/A | N/A | Publicly available | Smaato, Display Ads |
| 2409 | 0000-00-00 | N/A | N/A | Publicly available | Smaato, Native Advertising |
| 2410 | 0000-00-00 | N/A | N/A | Publicly available | Smaato, OTT/CTV Ads |
| 2411 | 0000-00-00 | N/A | N/A | Publicly available | Smaato, Video Ads |
| 2412 | 0000-00-00 | N/A | N/A | Publicly available | Smadex, Creative Studio |
| 2413 | 0000-00-00 | N/A | N/A | Publicly available | Smadex, Explore the World of Connected TV Advertising |
| 2414 | 0000-00-00 | N/A | N/A | Publicly available | Smadex, Let's Craft Your Brand's Story Together |
| 2415 | 0000-00-00 | N/A | N/A | Publicly available | Smartclip, Ad Product Gallery |
| 2416 | 0000-00-00 | N/A | N/A | Publicly available | SmileWanted, Contextual Curated Exchange |
| 2417 | 0000-00-00 | N/A | N/A | Publicly available | Sonobi, Publishers |
| 2418 | 0000-00-00 | N/A | N/A | Publicly available | SparkLabs, Ads designed for higher ROI |
| 2419 | 0000-00-00 | N/A | N/A | Publicly available | StackAdapt, Amplify Your Content with Native Advertising |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
|-------|------------|-----------|-----------|-----------------------------|---|
| 2420 | 0000-00-00 | N/A | N/A | Publicly available | StackAdapt, Leverage Display Advertising For Your Full-Funnel Campaigns |
| 2421 | 0000-00-00 | N/A | N/A | Publicly available | StackAdapt, Promote Your Brand With In-Game Advertising |
| 2422 | 0000-00-00 | N/A | N/A | Publicly available | StackAdapt, Reach and Engage Your Ideal Audience With Video Advertising |
| 2423 | 0000-00-00 | N/A | N/A | Publicly available | StackAdapt, Tune In To Your Audience With Audio Advertising |
| 2424 | 0000-00-00 | N/A | N/A | Publicly available | Stroer, Advertising in Podcasts |
| 2425 | 0000-00-00 | N/A | N/A | Publicly available | Stroer, Native & Content |
| 2426 | 0000-00-00 | N/A | N/A | Publicly available | Stroer, Specifications Online Ads |
| 2427 | 0000-00-00 | N/A | N/A | Publicly available | SundaySky Video Platform |
| 2428 | 0000-00-00 | N/A | N/A | Publicly available | Teads' Flagship Ad Experience |
| 2429 | 0000-00-00 | N/A | N/A | Publicly available | Technology Behind RTB House |
| 2430 | 0000-00-00 | N/A | N/A | Publicly available | The MediaGrid is now Criteo Commerce Grid. |
| 2431 | 0000-00-00 | N/A | N/A | Publicly available | The Trade Desk, Audio Advertising |
| 2432 | 0000-00-00 | N/A | N/A | Publicly available | The Trade Desk, Connected TV |
| 2433 | 0000-00-00 | N/A | N/A | Publicly available | The Trade Desk, Display |
| 2434 | 0000-00-00 | N/A | N/A | Publicly available | The Trade Desk, Mobile |
| 2435 | 0000-00-00 | N/A | N/A | Publicly available | The Trade Desk, Native |
| 2436 | 0000-00-00 | N/A | N/A | Publicly available | The Trade Desk, Video |
| 2437 | 0000-00-00 | N/A | N/A | Publicly available | TheViewPoint, Intelligent CTV Infrastructure |
| 2438 | 0000-00-00 | N/A | N/A | Publicly available | TripleLift, Unique Ad Experiences, Powered by Smart Data Signals, Across Any Screen |
| 2439 | 0000-00-00 | N/A | N/A | Publicly available | Undertone, Publisher Solutions |
| 2440 | 0000-00-00 | N/A | N/A | Publicly available | Update to Meta Ads Manager objectives - Facebook |
| 2441 | 0000-00-00 | N/A | N/A | Publicly available | VDX.TV, TV Magnify |
| 2442 | 0000-00-00 | N/A | N/A | Publicly available | Vericast, Digital Advertising Library |
| 2443 | 0000-00-00 | N/A | N/A | Publicly available | Vericast, Digital Marketing |
| 2444 | 0000-00-00 | N/A | N/A | Publicly available | Verve DSP |
| 2445 | 0000-00-00 | N/A | N/A | Publicly available | Viant, Connected TV Advertising |
| 2446 | 0000-00-00 | N/A | N/A | Publicly available | Viant, Digital Audio Advertising |
| 2447 | 0000-00-00 | N/A | N/A | Publicly available | Viant, Digital Display Advertising |
| 2448 | 0000-00-00 | N/A | N/A | Publicly available | Viant, Mobile Advertising Solutions |
| 2449 | 0000-00-00 | N/A | N/A | Publicly available | Viant, Native Display Advertising |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
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| 2450 | 0000-00-00 | N/A | N/A | Publicly available | Viant, Video Advertising |
| 2451 | 0000-00-00 | N/A | N/A | Publicly available | Video & CTV Solutions - Yieldmo |
| 2452 | 0000-00-00 | N/A | N/A | Publicly available | Video Ads FAQ - Knowledge Base Article - Kevel |
| 2453 | 0000-00-00 | N/A | N/A | Publicly available | Video ads - Commerce Growth Help Center - Criteo |
| 2454 | 0000-00-00 | N/A | N/A | Publicly available | Video Advertising - Criteo |
| 2455 | 0000-00-00 | VOX 00000377 | VOX 00000390 | Confidential | Vox Slide Deck - Better Brand Advertising |
| 2456 | 0000-00-00 | N/A | N/A | Publicly available | What Ad Products Does AerServ Support? |
| 2457 | 0000-00-00 | N/A | N/A | Publicly available | Why IQM |
| 2458 | 0000-00-00 | N/A | N/A | Publicly available | WideOrbit, Digital |
| 2459 | 0000-00-00 | N/A | N/A | Publicly available | Yahoo Advertising, Advanced TV Advertiser Solutions |
| 2460 | 0000-00-00 | N/A | N/A | Publicly available | Yahoo Advertising, Audio Advertiser Solutions |
| 2461 | 0000-00-00 | N/A | N/A | Publicly available | Yahoo Advertising, Mobile Advertiser Solutions |
| 2462 | 0000-00-00 | N/A | N/A | Publicly available | Yahoo Advertising, Native Ads Advertiser Solutions |
| 2463 | 0000-00-00 | N/A | N/A | Publicly available | Yield.com by AdMedia, The Supply Side Platform |
| 2464 | 0000-00-00 | N/A | N/A | Publicly available | Zemanta Ad Formats and Placements |
| 2465 | 0000-00-00 | N/A | N/A | Publicly available | Zemanta, Image Cropping |
| 2466 | 0000-00-00 | N/A | N/A | Publicly available | Zeta, VAST Video/Audio Ads |
| 2467 | 2018-06-00 | N/A | N/A | Publicly available | Smartology - Case Study: London Business School |
| 2468 | 2019-08-16 | N/A | N/A | Publicly available | Adikteev, Native Ads |
| 2469 | 2019-08-16 | N/A | N/A | Publicly available | Adikteev, Static Ads |
| 2470 | 2020-06-26 | N/A | N/A | Publicly available | Zeta, Ad Unit Specification & Creative Policies |
| 2471 | 2020-08-00 | N/A | N/A | Publicly available | Inmar, 2020 Ad Specs Guidelines |
| 2472 | 2020-09-02 | HULU-000532 | HULU-001031 | Confidential | Hulu Spreadsheet - RFP Evaluation Criteria with Weightings |
| 2473 | 2021-12-28 | N/A | N/A | Publicly available | New MAX Brand Safety Features To Protect Your Brand |
| 2474 | 2022-01-12 | N/A | N/A | Publicly available | Supply-Side Spotlight: LoopMe |
| 2475 | 2022-03-31 | N/A | N/A | Publicly available | Glewed TV Taps Yahoo as a Preferred SSP for CTV and Display - Yahoo Article |
| 2476 | 2022-10-24 | N/A | N/A | Publicly available | Launched: Audio Ads to engage with users listening on YouTube - Google Blog |
| 2477 | 2022-11-02 | N/A | N/A | Publicly available | Sharethrough Launches CTV Ad Enhancements to Drive Viewer Attention and Performance |
| 2478 | 2022-11-21 | N/A | N/A | Publicly available | Liftoff, Creative Asset Requirements |
| 2479 | 2022-11-29 | N/A | N/A | Publicly available | Tremor Video and Unruly, Tremor International's DSP and SSP, win 2022 Digiday Technology Awards for Best Buy-Side and Sell-Side Programmatic Platform |
| 2480 | 2022-12-12 | GOOG-AT-MDL-006217592 | GOOG-AT-MDL-006217626 | Confidential | Google - AdTech and Data-related practices Response of 12 December 2022 to the EC's RFI 10 dated 31 October 2022 |
| 2481 | 2023-06-26 | N/A | N/A | Publicly available | How to Create a Standard Display Placement |
| 2482 | 2023-11-16 | N/A | N/A | Publicly available | Introducing TV by OpenX, the Programmatic Industry's First Initiative to Unlock the Full Potential of Biddable CTV _ TheXchange |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
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| 2483 | 2023-12-04 | N/A | N/A | Publicly available | Sovrn Advertising Supply Policy |
| 2484 | 2023-12-28 | N/A | N/A | Publicly available | Adikteev, Video Assets |
| 2485 | 2024-01-26 | N/A | N/A | Publicly available | Adform Help, Guidelines for Display Ads |
| 2486 | 2024-02-07 | N/A | N/A | Publicly available | Microsoft Invest - Banner and HTML5 Creatives |
| 2487 | 2024-02-07 | N/A | N/A | Publicly available | Microsoft Invest - Native Creatives |
| 2488 | 2024-02-07 | N/A | N/A | Publicly available | Microsoft Monetize - Creative Types - Microsoft Blog |
| 2489 | 2024-02-15 | N/A | N/A | Publicly available | How Do I Create An Audio Campaign In XPO |
| 2490 | 2024-02-19 | N/A | N/A | Publicly available | Microsoft Invest - Audio Creatives |
| 2491 | 2024-02-19 | N/A | N/A | Publicly available | Microsoft Invest - Run rich media creatives on mobile inventory |
| 2492 | 2024-02-23 | N/A | N/A | Publicly available | Microsoft Invest - Video Creatives |
| 2493 | 2024-03-06 | N/A | N/A | Publicly available | Beeswax User Guide CTV/OTT Buyer's Guide |
| 2494 | 2024-03-12 | N/A | N/A | Publicly available | Knorex, Supported Ad Formats and Specifications |
| 2495 | 2024-03-29 | N/A | N/A | Publicly available | Creative Specifications (Video) |
| 2496 | 2024-04-16 | N/A | N/A | Publicly available | GroundTruth - Creative Specifications |
| 2497 | 2024-04-22 | N/A | N/A | Publicly available | Adform Help, Guidelines for Audio Ads |
| 2498 | 2024-04-22 | N/A | N/A | Publicly available | Adform Help, Guidelines for Mobile Ads |
| 2499 | 2024-04-23 | N/A | N/A | Publicly available | Samsung DSP Help Center, Samsung TV Native |
| 2500 | 2024-05-20 | N/A | N/A | Publicly available | Quantcast - Creative Specifications (CTV) |
| 2501 | 2024-05-20 | N/A | N/A | Publicly available | Quantcast - Creative Specifications (Display) |
| 2502 | 2024-05-20 | N/A | N/A | Publicly available | Quantcast - Creative Specifications (Native) |
| 2503 | 2024-05-22 | N/A | N/A | Publicly available | CTV Inventory - Magnite |
| 2504 | 2024-05-23 | N/A | N/A | Publicly available | Beeswax User Guide Inventory Sources |
| 2505 | 2024-05-28 | N/A | N/A | Publicly available | Adform Help, Guidelines for Video Ads |
| 2506 | 2024-05-30 | N/A | N/A | Publicly available | Samsung DSP Help Center, Image |
| 2507 | 2024-05-30 | N/A | N/A | Publicly available | Samsung DSP Help Center, Samsung Hosted Video |
| 2508 | 2024-06-11 | N/A | N/A | Publicly available | Adform Help, Guidelines for Native Ads |
| 2509 | 2024-06-11 | N/A | N/A | Publicly available | Beeswax User Guide IAS Pre-Bid Targeting |
| 2510 | 2020-00-00 | GOOG-AT-MDL-004529298 | GOOG-AT-MDL-004529308 | Confidential | Google Slide Deck (2020) Census Local Playbook |
| 2511 | 2020-00-00 | GOOG-AT-MDL-009704804 | GOOG-AT-MDL-009704809 | Highly Confidential | Google Slide Deck (2020) Census Plan |
| 2512 | 2020-00-00 | GOOG-DOJ-03636085 | GOOG-DOJ-03636088 | Highly Confidential | A digital-first 2020 Census success: reach Americans with the right time at the right time |

| DTX # | Doc Date | Beg Bates | End Bates | Confidentiality Designation | Doc Description |
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| 2513 | 2020-04-24 | GOOG-AT-MDL-007963423 | GOOG-AT-MDL-007963425 | Confidential | Email (Apr. 24, 2020) From: M. Hardie To: J. Lee, J. Benson CC: C. Rose Subject: Census Update / April 24 Attach: 2020 Census - A Digital First Census for the Current Reality (COVID-19) |
| 2514 | 2022-06-00 | GOOG-AT-MDL-004184805 | GOOG-AT-MDL-004184988 | Confidential | Google Slide Deck (June 2022) Joining Forces - Addressing Declining Propensity |
| 2515 | 2010-00-00 | GOOG-DOJ-13243422 | GOOG-DOJ-13243422 | Highly Confidential | pub platform growth 2008-2010 12.xlsx |
| 2516 | 2023-06-00 | OMD_000900 | OMD_000900 | Highly Confidential - AEO | OMG SMI Core - Monthly Digital Spend Jan 2019 - June 2023.xlsx |
| 2517 | 0000-00-00 | N/A | N/A | Highly Confidential | Appendix F.3 - Higher-Spend Advertiser Survey Raw Data.xlsx (Simonson Advertiser Survey data) |
| 2518 | 0000-00-00 | N/A | N/A | Highly Confidential | Appendix G.3 - Lower-Spend Advertiser Survey Raw Data.xlsx (Simonson Advertiser Survey data) |
| 2519 | 0000-00-00 | N/A | N/A | Highly Confidential | Appendix H.3 - Agency Survey Raw Data.xlsx (Simonson Advertiser Survey data) |
| 2520 | 2022-10-00 | TikTok_GoogleAdTech_00000696 | TikTok_GoogleAdTech_00000696 | Highly Confidential | 2022 July to Oct.xlsx |
| 2521 | 2022-06-00 | TikTok_GoogleAdTech_00000697 | TikTok_GoogleAdTech_00000697 | Highly Confidential | 2022 Jan to Jun.xlsx |
| 2522 | 2021-00-00 | TikTok_GoogleAdTech_00000698 | TikTok_GoogleAdTech_00000698 | Highly Confidential | 2019-2021.xlsx |
| 2523 | 2020-00-00 | EQUATIV-000000442 | EQUATIV-000000442 | Highly Confidential | Question 11 SSP 2020.csv |
| 2524 | 2021-00-00 | EQUATIV-000000443 | EQUATIV-000000443 | Highly Confidential | Question 11 SSP 2021.csv |
| 2525 | 2022-00-00 | EQUATIV-000000444 | EQUATIV-000000444 | Highly Confidential | Question 11 SSP 2022.csv |